National CLEANER AND DYER

AUGUST • 1959

First in the Drycleaning Industry Since 1910

A Reuben H. Donnelley Publication

If this happened to your plant would your bailee policy fully protect you?

see page 32

PERS
A
UNIV OF MICROFILMS

dust and lint in your solvent can clog filter screens

—use

HYFLO

—it protects screens, keeps pressures low

A proper precoat of HYFLO* will prevent dust, lint and all other insoluble impurities from clogging your filter screen or cloth. This simplifies cleaning later. And by adding HYFLO regularly, you prevent rapid pressure build-ups, and get clean solvent for many loads.

J-M HYFLO, the original high speed filter powder, removes all insoluble soil but never active detergent. Solvent remains clean longer, assuring you of fresh, odor-free garments. HYFLO makes solvent recovery almost automatic and works with every type of system, filter or solvent.

Drycleaners have relied on the efficiency and uniformity of HYFLO for over 30 years. For the name of your nearest HYFLO dealer, write Johns-Manville, Box 14, New York 16, New York. In Canada, Port Credit, Ontario.

*Trade Mark Reg. U. S. Pat. Off.

The complete filter powder service for drycleaners:

- J-M Dealers—there's one nearby, ready to serve you.
- J-M Drycleaner's Handbook—ask your dealer for the 7th Edition.
- J-M Engineers—for help on any operating problems.
- J-M Drycleaning Laboratory—constantly studying the latest cleaning methods.

Johns-Manville HYFLO

JOHNS-MANVILLE JM PRODUCTS

THE FILTER POWDER FOR CHARGED SYSTEM CLEANING

Paid Advertisement

Redeposition . . .
Everyone talks about it, no one does anything about it!

Manufacturer Licks Redeposition Problem!

THE FIRST OBJECTIVE of dry cleaning is to clean clothes. The second most-trying objective is to remove soil from the dry cleaning solvent, allowing the solvent to continue to do an efficient dry cleaning job. All the dirt that is soluble goes into solution in the solvent; only the insoluble—suspended matter—is taken out on the filter. The cleaning solution becomes saturated, often in a short time. From this point on, the dry cleaning solution saturated with salt, sugar and other soluble soils can only transfer soil from one piece of fabric and move it to another.

Redeposition is one of the major problems of the dry cleaner. It is with him daily—particularly when cleaning lighter garments. Many garments going through dry cleaning are dark in color and redeposition does not manifest itself. However, it is there and a worry to the dry cleaner, spotter and consumer.

What is redeposition? It has been defined as the soil removed from garments that has not been suspended and removed by the detergent. This, unfortunately, is only part of the answer. Research by The Davies-Young Soap Company has determined that redeposition consists of two major classifications. First, the redeposition of soil that has not been removed from the washer by adequate filter circulation. If the soil has not been removed and there are insufficient changes of solvent, soil will redeposit on the garments. This soil can be readily removed by thorough rinsing on the filter. This soil, however, is not the major problem. The big redeposition problem is the loose dye which is removed from the garments being cleaned. This dye, soluble in the solvent, will pass through a filtering medium and return to the washer, adhering to the garments. This type of redeposition can only be removed by harsh treatment such as bleaching or stripping. Obviously, this is not practical to use on garments, except pure whites. Dye redeposition cannot be removed through rinsing.

Where does this dye come from? How does it get into the cleaning bath? Detergents today are built to penetrate the fibers and remove all of the soil possible. While this detergent is acting upon the soil, it also attacks the loose dye contained in all fabrics. Remember, a mixture of different colors of dye will produce a dark gray or black color.

The mixture of these dyes in a drycleaning bath, dissolved by the detergent, is carried through the filtering medium back to the cleaning bath.

This dye adheres to the garments in the bath and redeposition follows. For example, a drycleaning operator using the two bath method of operation where he is not changing the solvent in the wash bath, accumulates a high percentage of loose dye. Garments are then rinsed in a second bath, but this only results in the rinsing of loose soil—that rinses out readily. The drycleaning operator fails to rinse out the dye which adheres to the garments. In a single bath operation, where the cleaning bath is being constantly purified through the addition of new solvent and continuous filtration, which constantly removes loose soil, the drycleaning operator is in a much better position to control this redeposition of dye.

Proof of this operation is simple. Clean a white garment in a two bath operation, where the detergent has been run continuously. Compare it with another white garment cleaned in a single bath operation.

It is true that certain dyes are removed from the garments in a single bath operation as they might be in the two bath operation. However, the removal of dye in a single bath operation is more easily controlled.

The redeposition problem is solved by using the Buckeye R_xDR_x (redeposition removal) Treatment. The use of Buckeye R_xDR_x specially treated towels will retain the dye and soluble soil during the cleaning process and prevent redeposition.

This process assures the operator of a cleaner, clearer and brighter garment—giving greater customer satisfaction.

This operation has been proven in thousands of single bath plant operations with the "Lint-free, Cling-free" Dry Cleaning Process* through the use of Buckeye Clean-Charge or Buckeye Code 166.

Your plant, too, can enjoy this superior cleaning process which guarantees customer satisfaction and increases your sales volume. For further information, contact your nearest Buckeye Distributor or one of the qualified Buckeye Representatives who will install this revolutionary process in your plant.

Remember, better cleaning through research with Buckeye!

The Davies-Young Soap Co., 705 Albany St., Dayton, Ohio

** Trade mark of The Davies-Young Soap Company*

Paid advertisement

NATIONAL CLEANER & DYER, August, 1959. Published monthly by the Business Papers Division of The Reuben H. Donnelley Corp. Executive and Editorial Office: 305 East 45th Street, New York 17, N. Y. Subscription rates: United States and Canada, $4.00; Foreign, $6.00 per year. Volume 50, No. 8. Entered as 2nd class matter April 21, 1948, at the Post Office, Lancaster, Pa., under the act of March 3, 1879.

Command ATTENTION for Your Services

with Signal Proven Products

extra drycleaning services at **no extra cost!**

Free Mothproofing

Sanitized for Lasting Freshness

Sanex

DEODORANT PROTECTION! between cleanings

New Improved

Beauty Tex TEXTURIZING PROCESS

with sanitizing additive... **Dex***

restores original mill finish to garments... and **now** protects them against perspiration odors between drycleanings

Beauty Tex now available in DRY SIZING and WATER SOLUBLE SIZING

Protect garments from Rain and Snow

Raincole WATER REPELLENT PROCESS

SAFEGUARD Against FIRE!

Duronite 200

a new and approved **FLAME PROOFING** SERVICE for all TEXTILES...

- DRAPES · CURTAINS
- SLIPCOVERS · BEDDING
- DECORATIONS · CLOTHING

RESIDENTIAL · INDUSTRIAL · COMMERCIAL

Rug Cleaning Division

DEMOTHOL
5-Year guaranteed spray-on mothproofing

FLEX-16
on-location carpet and upholstery cleaning detergent

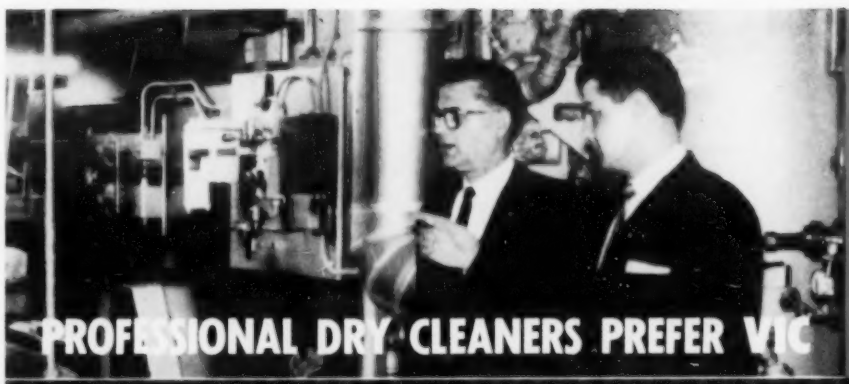
Valex
Guaranteed mothproofing. Add to rug cleaning detergent or spray on

Anti-Lint
Ends linting problems for less than 1½c per 100 lbs. No more brushing or vacuuming

ERASE DEODORANT
Eliminates odors by absorption and chemical reaction. Doesn't contain masking perfumes or formaldahyde.

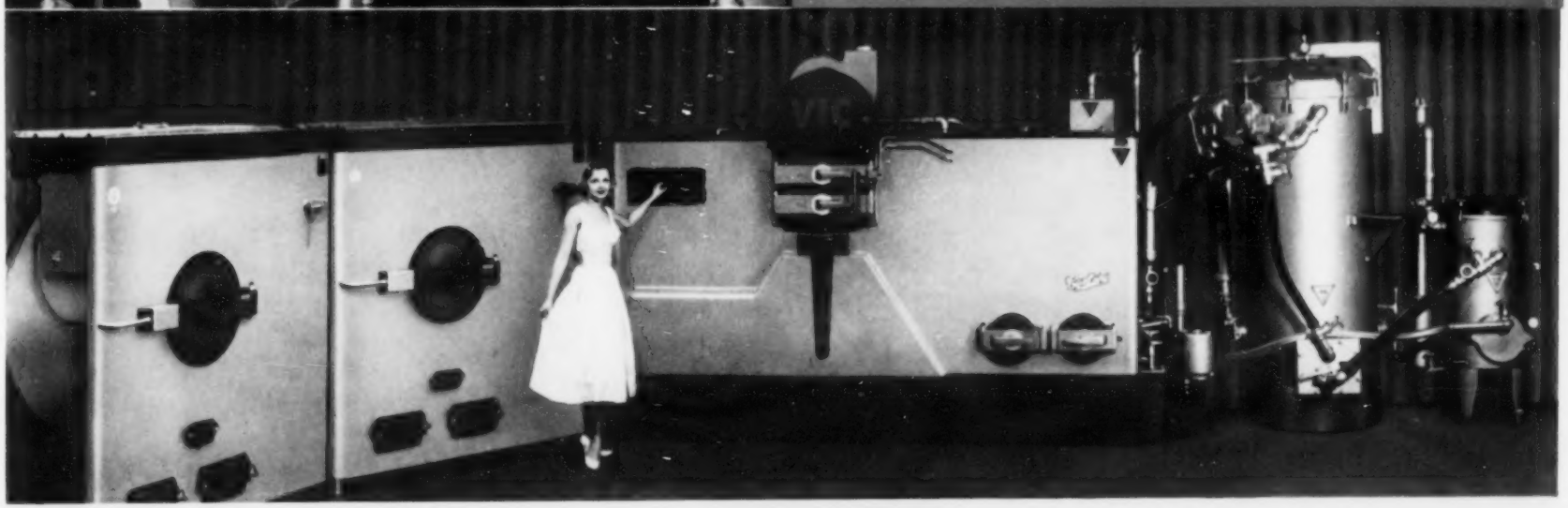
Write Today for Complete Catalog

Signal Chemical Mfg. Co., Inc. 5020 RICHMOND RD. BEDFORD, OHIO



the VIC CENTURY

the only *really* complete synthetic dry cleaning system in the world today!



That's right . . . only the Vic Century offers you a completely matched and integrated dry cleaning system for top speed, economy, and cleaning efficiency. Every component in this magnificent new Century from its huge 5000 gal. filter, high performance Solvent Saver, and automatic muck transfer system, right down to the smallest unit—is designed and built *specifically* to fit into this superb dry cleaning plant. Available in single or two-bath systems, every unit is fully automatic and precision-built for long and dependable service. Remember, only a dry cleaning system which has been built entirely by ONE manufacturer and matched throughout can give you best performance and highest quality cleaning . . . and the new Vic Century is the only *really* complete dry cleaning system in the world today!

WRITE TODAY — Dept. NA-133

If you care—you'll compare and buy

VIC MANUFACTURING COMPANY

1313 Hawthorne Ave. • Minneapolis 3, Minn.

The ... National
CLEANER & DYER

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MAIL CHANGES OF ADDRESS AND SUBSCRIPTION ORDERS TO:

The National Cleaner & Dyer, 305 East 45th Street, New York 17, New York. Change of address should reach us one month in advance.

Please include your city delivery zone number.

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Well Done!

The handsome fellow at the right in the photo is Cort Antonson, whose name is certainly familiar to you. His latest—and best—contribution to this magazine was the year-long series, "Spotting Made Easy," which wound up with a quiz in the November 1958 issue.

The response from you and other readers was fantastic. Hundreds of entries were received from all parts of the globe. Certificates of achievement were mailed to all winning entries.

Because of this excellent work of Cort's, it only seemed fitting to give him an honorary certificate. I had the pleasure of making that presentation shortly after the overseas winners were announced in May. Well done, Cort.

Wanted: Salesmen

My drycleaner is extremely progressive. He was one of the first in the area to install a shirt laundry. The same goes for polyethylene packaging and automatic conveyors in the call office. His route van is always spic and span, just to mention a few examples of an alert plantowner.

Some time back he became interested in two separate supply items advertised in this magazine by two top manufacturers. He asked me to contact these firms for him, to send their salesmen out for orders. In one case I contacted the local salesman; the other lead was turned over to the sales manager. My calls were made the next day after our conversation.

Six weeks later the plantowner asked whether I had done anything about his request. I just couldn't believe that neither salesman had done a thing about an order that was literally laid in his lap. Upon checking I found from the first man that it "wasn't his territory." He just didn't bother to tell his co-worker. In the second case the salesman just hadn't gotten around to it yet! . . . There's nothing wrong with sales that a little salesmanship couldn't cure.—*Art Schuelke*

STREET'S

Conductivity Control

efficiency and performance **proved** in over 6,000 drycleaning plants

Enjoy the benefits of advanced research through controlled drycleaning in the MYCEL PROCESS. Over 7,000 Conductivity Control units are in successful operation in drycleaning plants over the nation. Original units, installed in 1953, are still providing trouble-free service with optimum drycleaning results. STREET'S Conductivity Control with 4% Formula 886 and separate purified rinse delivers top quality drycleaning consistently. Wetcleaning and spotting are practically eliminated. Users report less wrinkling and shrinkage; truer, brighter colors; whiter whites and easier, faster finishing. Sales and profits increase with more satisfied customers.

Pictured at the left is the sturdy sensing element in Street's Conductivity Control Unit. This unit, placed directly in the line, accurately measures electrical conductance in the charged solvent itself. It lasts the life of the installation, eliminating any replacement cost, and its reliability remains constant, always.

CANADIAN PATENTS
NO. 530,043 AND 534,730.
OTHER PATENTS PENDING.

R. R. STREET & CO. INC. 561 West Monroe Street, Chicago 6, U.S.A.

Over 83 years of dependable service to the textile maintenance industries

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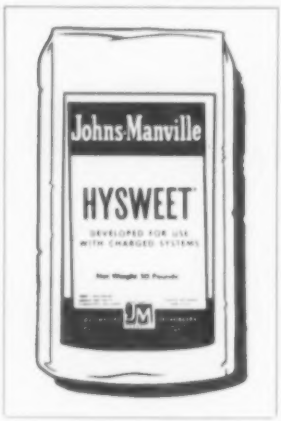
NEW PRODUCTS AND LITERATURE

Johns-Manville Hysweet



A new type of sweetener, said to remove only negligible amounts of detergent from solvent while removing fatty acids, has been introduced by Johns-Manville.

The company notes that before widespread adoption of the charged-system type of operation, sweeteners were extensively used for removal of free fatty acid and for solvent improvement. However, as the charged system gained in popularity it was found that the old type sweeteners had the disadvantage of pulling detergent from the solvent. Since this increased detergent make-up costs, sweeteners declined in popularity.

Hysweet, the new Johns-Manville product, is used along with the standard method of operation with diatomite filter aids and filters for the removal of the insoluble materials that give a clarified solvent without affecting detergent concentration. With the charged system, distillation has been relied upon to remove both soluble materials and, to some degree, color. However, when solvent is distilled, the company points out, all detergent is lost from that portion distilled.

Extensive testing of Hysweet is reported to have shown that it accomplishes removal of fatty acids while removing only negligible amounts of detergent. There is no excessive filter pressure and the amount of activated carbon used is half the amount normally recommended for the systems concerned.

An NID bulletin has recently been published describing tests run on Hysweet and evaluating the product. Copies of the bulletin, No. F-18, may be obtained from NID headquarters in Silver Spring, Md., or from Johns-Manville, 22 E. 40th St., New York 16, N. Y.

YOUR REQUEST
for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.

Automatic Water Heaters

Improved models of Ewing automatic, vertical, gas-fired hot water heaters have been announced by Ewing Manufacturing Company.

The maker notes that the heavy-duty heaters are now available in three sizes ranging from 20 to 31 inches in diameter. The smallest size supplies 180 gallons per hour, the second size 300 gallons, and the largest 500 gallons—all at 100° rise in temperature.

Storage capacities are from 50 to 145 gallons and B.t.u. inputs of the three sizes are 190,000, 315,000 and 520,000. Unit heights vary from 63 to 82 inches. The Ewing automatic operates on all types of gas, and has a safety pilot control that assures 100 percent shutoff in case of a pilot failure. Water temperature is controlled by self-generating electric controls.

The units are constructed in accordance with rules of the A.S.M.E. Heater and Pressure Vessel Code, and controls are AGA listed.

For additional information write Ewing Manufacturing Company, 2545 N.W. 10th St., Oklahoma City, Okla.

Stamclean Spray Spotter

Stamclean Spray Spotter, a new prespotting detergent for removing heavily embedded soil with either brush or spray, has been announced by The Stamford Chemical Company.

The maker notes that Stamclean is fatty acid-free and does not contaminate petroleum or synthetic solvent. It is said not to interfere with distillation and to be compatible with all charge soaps. It is stainfree, according to the company, and can be used on all-white fabrics including white cotton pique. Stamclean Spray Spotter makes a uniform emulsion spray with plain water. No solvent is necessary. It automatically feathers silks and leaves no rings or wrinkles, the maker adds.

For detailed literature write The Stamford Chemical Company, 45 Jefferson St., Stamford, Conn.

Rain-Guard Promotion

A national public relations program to introduce Rain-Guard water repellent is now being carried out by National Cleaners Chemical Mfg. Co.

The company notes that across the nation more than 1,000 leading metropolitan, suburban and rural newspapers have received illustrated feature stories on the Rain-Guard process. The articles explain the healthful and economical advantages of waterproofing garments with Rain-Guard. The program first introduced the product through ads in *Life* and the *Saturday Evening Post*.

To help the drycleaner tie in with national advertising and publicity, a complete merchandising kit of giant day-glo window posters and streamers, button tags, clerk's badges, ad mats and newspaper publicity clippings is available.

For more information write National Cleaners Chemical Mfg. Co., 2807 W. Lake St., Chicago, Ill.

Plastic Coil Hose Sleeve

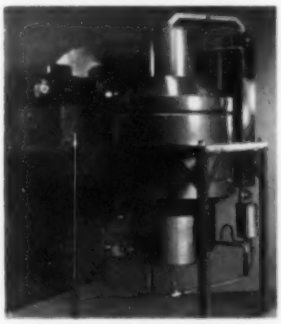
A plastic coil sleeve for hoses, said to be unaffected by air, water, oil, gasoline and most other fluids, including hydraulic oils, has been announced by Aeroquip Corporation.

Beside protecting hose lines from abrasion, Plastic Sleeve also insulates "hot" hose applications such as steam-carrying lines where metal braid of hoses might burn operators. This is said to be particularly important for drycleaning and laundry steam pressing equipment.

The manufacturer states that Plastic Sleeve will retain its shape and flexibility under temperature conditions ranging from −20° to 200° F. Installation is said to be simple. The coil protection is available for hoses ranging in size from ¼ inch to 2 inches in diameter in 25- and 50-foot coils.

For more information write for Industrial Engineering Bulletin 41, Aeroquip Corporation, 300 S. East Ave., Jackson, Mich.

Little Scot Perc Reclaimer



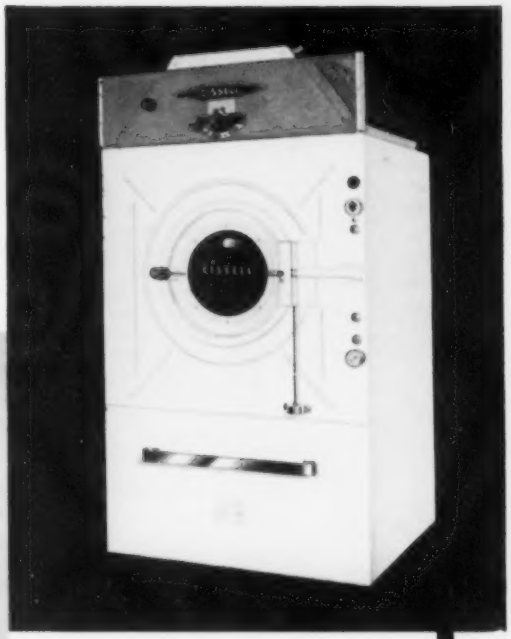
The Little Scot perchlorethylene solvent reclaimer, featuring modern simple design, has been introduced by Little Scot, Inc.

The reclaimer measures 28 inches square and 60 inches

CISSELL QUALITY

KNOWN THE WORLD OVER

—built into CISSELL DRYERS



8-STAGE HEAT CONTROL
Operator sets control for the heat he wants . . . and forgets it. Cissell's 8 FIXED stages of heat assure that temperature is positively maintained—and every drycleaner knows how important that is!

DELIVERS 2650 cu. ft.

OF AIR PER MINUTE

42" x 42" SIZE

FAST DRYING
Cissell Dryers in all sizes deliver large volumes of air for fast drying and complete deodorization.

Separate motors for fan and basket.
When door is opened basket stops, fan continues to operate, exhausting vapors from room . . . keeping dryer area comfortable.

Cissell Drycleaning Dryers are modern in cabinet design. Install them side-by-side, yet retain complete accessibility of all parts for simple maintenance. Basket can be removed in less than one minute. Double walls provide extra strength . . . KEEP HEAT IN BASKET. Perforations in basket shell are extruded to provide smooth surface. Air filters are standard equipment on 42" x 42". Every feature is a Cissell quality feature—known the world over. Check, compare!

W. M. CISSELL MFG. CO., INC.—LOUISVILLE 1, KY.
Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles
Foreign Distributors write Export Dept.—Cable Code "CISSELL"

Consult Your Jobber

*Large basket shaft in Gear Reducer supported by Timken Bearings—15 year life expectancy under continuous 40-hour week operation!

Cissell Steam-Heated Drycleaning Dryers—Single Basket: 36" x 18", 36" x 30", 42" x 42". ALSO AVAILABLE: Cissell Gas-Fired or Steam-Heated Laundry Dryers: Double Basket "Twin"; Single Basket 36" x 18", 36" x 30", 42" x 42".

CISSELL

high. The fan duct extends 12 inches beyond the frame. Two lint bags are included with each unit. The maker says there are no complicated controls and the unit can be operated by anyone with the simple instructions.

For further information write Little Scot, Inc., 9437 A Watson Industrial Park, St. Louis 19, Mo.

New Plastic Packaging

Crisp wet sizing for wheel or spray is now being packaged in 1-gallon plastic containers to eliminate breakage in shipping and in the drycleaning plant, it was announced by The Stamford Chemical Company.

The manufacturer notes that the mouth of the container is constructed to prevent spillage when the material is poured into the Crisp Atomizer, the company's new injector for wheel sizing.

Other products now being packaged by Stamford in plastic containers are Trik, Proteen, Aquadol and Odex.

For additional information write The Stamford Chemical Company, 45 Jefferson St., Stamford, Conn.

DeKalb Forward-van

The DeKalb Forward-van, said to incorporate new ideas in body protection, visibility, dimensions and maintenance, has been announced by DeKalb Commercial Body Corporation.

The driver's compartment with new instrument panel, package shelf area, motor cover and other driver comfort features is coupled with head room of 72 inches and width of 78 inches for greater delivery efficiency.

The new truck also features a front crash rail, wrap-around front and rear bumper, 40 percent greater visibility, built-in dual rub rails and heavy gauge skirt, heavy gauge vertical grille protectors and recessed headlights.

Forward-van models are available in three sizes—8-foot, 10-foot and 12-foot lengths for all popular makes of forward control chassis.

For more information and literature write DeKalb Commercial Body Corporation, DeKalb, Ill.

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.

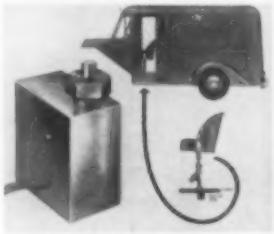
Ajax Brochure Offered

An illustrated brochure, "A New Star Is Added to the Ajax Family," is being offered by Ajax Pressing Machine Company.

The pamphlet describes the Ajax Model MTH collar-and-cuff press, pointing out four major advances over earlier equipment. The literature notes increased drying time, elimination of collar readjusting, easier, faster cuff positioning, and full pressure on the collar for finishing in only 17 seconds.

For a copy of the brochure write Ajax Pressing Machine Company, 619 S. Fifth West, Salt Lake City, Utah.

CMC Save-N-Safety Switch



The CMC Save-N-Safety Switch, which automatically shuts off the engine when a driver leaves his delivery truck, has been introduced by Creative Metals Corporation.

The manufacturer states that the switch also prevents the engine from being started until the driver returns and is ready to resume his route.

The company also notes that during testing of the switch, savings in motor fuel averaged one gallon per day per truck; engine wear was reduced as much as 40 percent.

The CMC switch is affixed under the floor board out of the way. It is in an electroplated metal case which resists rust and corrosion and which is sealed tight to keep out dirt. There are no delicate parts to wear out or get out of adjustment.

For more information write Creative Metals Corporation, 1290 Powell St., Emeryville, Calif.

Kuff-Rite Trouser Hanger

A lightweight trouser hanger for use with a simple hook or conventional wire hanger has been announced by Anderson Collar Support Company.

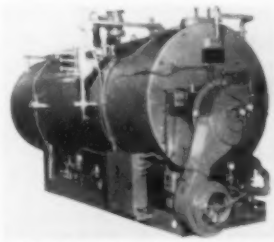
The patented Kuff-Rite hanger suspends trousers by the cuffs at four points, assuring perfect hanging during handling, transportation and storage, according to the maker. Pins, clips, guards and tape are eliminated. Kuff-Rite is said to accommodate all cuff widths without wrinkling or creasing trousers.

The hanger unit also incorporates a collar-holding feature which aligns and maintains a suit coat or jacket firmly in position on the hanger to eliminate slipping. The company points out that the Kuff-Rite hanger used with a wire hanger is suitable for safe transportation of complete suits of any material.

The new hanger incorporates imprint space for a promotional message and printed instructions for reuse by the customer.

For more information and samples write Anderson Collar Support Co., 1443 E. 120th St., Cleveland, Ohio.

Ames Steam Generators



Model AA Air Atomizing Amesteam packaged steam generators, offering new design features, have been introduced by Ames Iron Works, Inc.

The generators are said to offer oil and gas burner improvements, greater compactness for easier installation, more centrally located, simplified controls, and increased operating and maintenance economies. The Model AA offers an advanced design low-pressure, air-atomizing oil burner and a new ring-type gas burner. The new burners are said to provide stable, uniform flame patterns and cleanly burn all grades of oil or gas at extremely low noise levels over a modulating range of 5 to 1.

Units for heavier oils include combination steam and electric fuel preheaters. No. 4 oil may be burned with little or no preheating, the maker adds. An air purge of oil lines is provided after each firing cycle.

The complete package Model AA continues Amesteam's field-proven boiler with three-pass concentric tube design, single one-piece baffle and one-piece flue covers. Modifications provide even easier accessibility for inspection or maintenance.

Model AA is now available in intermediate sizes and will soon be available up to 600 hp.

For more information write Ames Iron Works, Inc., Oswego, N. Y.

Air-Powered Vacuum

An industrial-type vacuum cleaner, the completely air-operated Jet Syphon, has been announced by the Laukhuff-Pratt Mfg. Corp.

The compact lightweight (29-pound) unit is said to operate off any compressed air source, creating powerful suction for fast wet or dry pickup and thorough cleaning. The Jet Syphon is designed for the safe removal of combustible dust, fine lint and dirt, and for cleaning marking machines, etc.

The maker points out that there are no electric motors, wiring or connections, which makes the unit safer in wet, dusty, charged or explosive atmosphere. Easy-rolling ball-bearing caster wheels enable the vacuum to be transported, handled and maneuvered with ease. It has a ⅓-bushel (3-gallon) capacity tank which serves as the refuse receptacle. Accessories include a 10-foot flexible vacuum hose, 40-inch metal

Continued on page 83

CISSELL EQUIPMENT IN USE THE WORLD OVER

get a beautiful *Soft* finish!

rapid up-steam, powerful vacuum on the CISSELL STEAM-FINISHING BOARD

Here is basic equipment in your Finishing Department. It eliminates the use of a press in silk finishing. Your finishing will be done WITH EASE . . . without pressure. You'll use this unit for fast, beautiful skirt finishing — for plain, fancy and flat-pleated skirts . . . for blocking sweaters, scarfs and knitwear, for steaming high-pile fabrics, for finishing all fabrics WITHOUT SHINE . . . for touching-up hem lines on crepe and silk dresses with aid of pleat setter, for eliminating all seam marks. You'll like the way corduroy skirts, ties, draperies, blankets, spreads, and many miscellaneous items are finished. You'll get a SOFT FINISH. Illustrated at left: Cissell Steam-Finishing Board with Two-in-One Swinging Sleeve Board, Cissell Low-Boy Steam-Electric Iron with Electric Thumb Switch, Water-Spray Gun and Condenser.

PLEAT SETTER RACK AND SUPPORT ASSEMBLY Permits movement of pleat setters forward onto Finishing Board in one easy, horizontal motion. Air space provided between pleat setters and metal rack permits cloth coverings to dry quickly. 12" and 18" sizes are standard equipment.

W. M. CISSELL MFG. CO., INC. — LOUISVILLE 1, KY.

Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles.
Foreign Distributors write Export Dept.—Cable Code "CISSELL".

Consult Your Jobber

CISSELL

EDUCATIONAL PROGRAM ON ULTRA-THIN BAGS WINS SUPPORT OF NATIONAL GROUPS

National Institute of Drycleaning, National Safety Council, American Academy of Pediatrics, American Academy of General Practice, U. S. Department of Health endorse national drive

NEWSPAPERS

RADIO

MAGAZINES

OTHER MEDIA

EFFECTIVE WORK BEING DONE BY LOCAL AND REGIONAL DRYCLEANING GROUPS NOW AMPLIFIED ON NATIONAL SCALE

A giant educational drive to educate parents of infants and very young children on the hazards arising from the misuse of ultra-thin film has now been launched in every major medium of communication.

Sponsored by the Plastics Industry, the campaign stresses the importance of getting rid of these bags *after* they have served their intended usefulness. It also points out that this film is a modern, sanitary way to protect goods.

This national effort is designed to support and amplify the many excellent programs being carried on at the local level by individual drycleaners and drycleaning groups.

It is our sincere belief that the coordinated efforts of America's drycleaners and the Plastics Industry will help eliminate hazardous misuse of ultra-thin film.

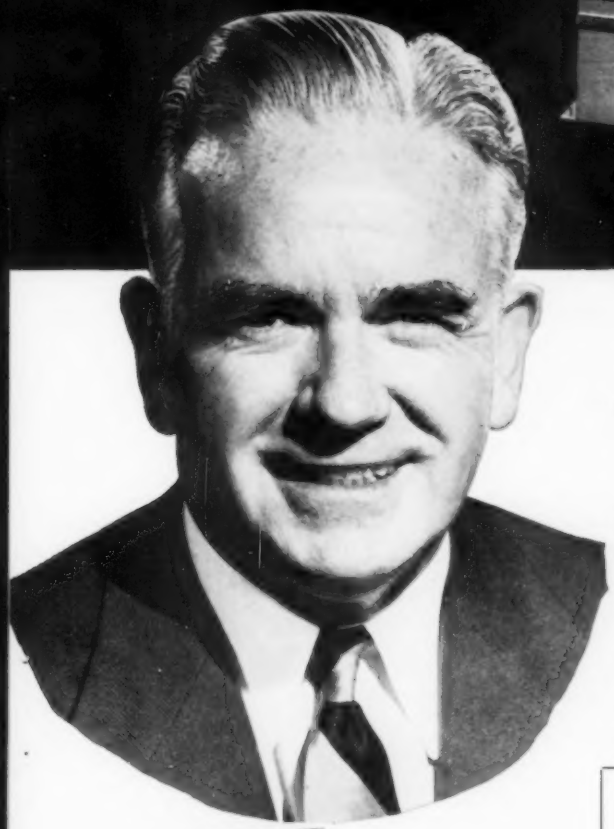
The Society of the Plastics Industry, Inc.

P-45

Syntomat

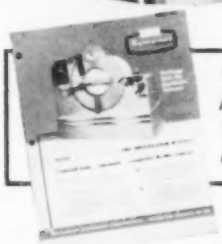
FOR SYNTHETIC CLEANING

it's a fact...



the Syntomat actually out-cleans any split-pocket machine in efficiency and quality!

While others "fiddle around" to divide loads and to jog cylinder pockets into position, one man with the open pocket SYNTOMAT cleans and spots with ease 135 lbs. per hour. Yes, that's efficiency... And quality cleaning is a "natural" with a non-confining, open pocket cylinder.



WRITE US FOR MORE DETAILS WITHOUT OBLIGATION!

SYNTOMAT MODELS — 45, 65 and 100 lb. Loads

PETROLEUM UNITS:

- ► *PACKAGE MODELS: 45, 65 and 100 lb. Loads*
- ► *LARGER MODELS: 100, 175, 270 and 450 lb. Loads*

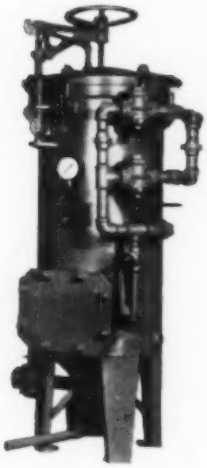
FILTERS AND ALL AUXILIARY EQUIPMENT

WASHEX MACHINERY CORPORATION

192 BANKER STREET, BROOKLYN 22, N.Y.

OLSON the filter you clean without dismantling!

In 1 to 3 minutes the special Olson filter screens are completly cleaned—**automatically!**
Just set operating levers to backwash position and start the pump.
Pump forces liquid back through tubes (from the inside out),
knocks off dirty filter cake and allows it to settle to the cone of the
filter. If sludge packs or hardens and cannot be removed by
gravity or normal pressures, a specially designed agitator completely
dislodges and breaks down caked or solid dirt for easy removal.
Complete cleaning process can be done without dismantling the
filter—saves hours of messy, time-consuming work.
Olson Superflow tubular filters available in 7 different sizes.
Write today for free illustrated booklet containing
full details including engineering
data and specifications.



OLSON FILTRATION ENGINEERS

Division of The American Laundry Machinery Company

CINCINNATI 12, OHIO FILTERS — STILLS

ALM-OL-2

NO AFTER-ODOR *with* AMSCO

DRY-CLEANING SOLVENTS

AMSCO quality-controlled dry-cleaning solvents get clothes really clean, without leaving a pungent after-odor. That means more steady, satisfied customers—a bigger business—for you.

With AMSCO, you also get these other three important advantages:

1. Lower operating costs through increased plant efficiency.

2. The benefit of AMSCO's 35 years' experience working directly with the dry-cleaning industry.

3. Sold through AMSCO dealers equipped for proper handling and dependable service.

AMERICAN MINERAL SPIRITS COMPANY

General Eastern Offices, Murray Hill, N. J. • 230 North Michigan Avenue Chicago 1, Illinois • 8600 South Garfield South Gate, California

Clip and mail this coupon for the name of the authorized AMSCO dealer nearest you. Do it today.

Name_____

Company_____

Address_____

City_____ Zone____ State_____

BUSINESS BUILDERS

Warning Message

Rolls of pressure-sensitive tape imprinted with a warning message regarding plastic wrap are used in the bagging department at Mothers Friend Cleaners, St. Paul, Minnesota.

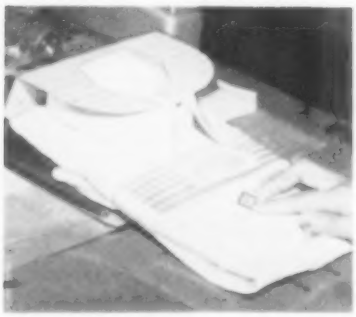
The pressure-sensitive tape, applied by the bagging operator, clings permanently to the plastic wrap. Rolls of tape imprinted in red letters cost plantowner Ed Maurer about $3.60 per roll. The dispenser is furnished free.

The following message imprinted consecutively on the tape can be affixed to some 750 drycleaning orders:

CAUTION: For safety reasons keep plastic bags away from children as you would matches, medicines, razor blades or poisons.

We will gladly use paper bags on your order if requested. Signed, Mothers Friend Cleaners

Identifying French Cuffs



As a convenience for customers who wear French-cuff shirts, pressure-sensitive tape imprinted with the words "French Cuff" is affixed to this style of shirt at Mothers Friend Cleaners, St. Paul, Minnesota.

The rolls of bright yellow tape are imprinted with red letters. The message can be seen at a glance on the bosom of the finished shirt. The tape can be easily removed by the customer and leaves no mark on the shirt.

Pun in Paint Adds Customer Appeal

Red Seal Cleaners in San Diego, California, recently changed ownership and the new owners decided to capitalize on the name "Red Seal" when the exterior was repainted.

The result is shown here, with pictures of seals and the name of the plant in bright red on a pure white background.

In addition, an unused portion of the property was blacktopped for customer parking.

Thank-You Tag

Bevy's Cleaners, Euclid, Ohio, hangs a small tag imprinted with a pleasant thank-you message on all finished garments. The tag reads "Thank you for this opportunity of serving you and pleasing you. . . . Won't you tell your friends and neighbors—we would like to serve them, too."

Colored tissue paper is placed over the hanger on every garment before wrapping in polyethylene. The hanging tags are easy to see and create goodwill for this recently opened plant.

Surprise for Smokers

As a goodwill gesture, a match book imprinted with the name of the plant is inserted in the coat pocket of every man's suit cleaned by Weitzel Cleaners, Wooster, Ohio.

Matches are also distributed on the counters in the call office. Plantowner

Paul Weitzel believes this is an inexpensive way to keep the firm name in the minds of his customers . . . especially when a man reaches into the coat pocket of his freshly cleaned suit and sees the name of the plant on a pack of matches.

Why fool around with rain repellents people don't know?

People buy by brand!

Ever follow a woman around a grocery store? Does she take any old can of this, or bottle of that? Not much. She buys by brand; she buys what she knows. Same with rain repellents. When you offer a service like "*Cravenette*" you have a service with a name that is as well known in the field of water repellents as is sterling in silverware. It is the original of water repellents, famous for more than seventy years.

So, if you want to give your rain repellent business a boost make your service a "*Cravenette*" service. Use the coupon and we will give you all the facts. Here is a repellent that is the easiest to apply, and the results you will get have been rated No. 1 by the best of testing organizations.

We will also provide you with a catalogue of the sales promotion services that go with "*Cravenette*"; you will find them sure business builders for your water repellent service.

The Cravenette Company, U.S.A.

60 Romanelli Avenue, South Hackensack, N. J.
HUbbard 9-6775

Since 1887 the world's leading producer of water repelling preparations for garment fabrics

WRITE - - - PHONE - - - WIRE

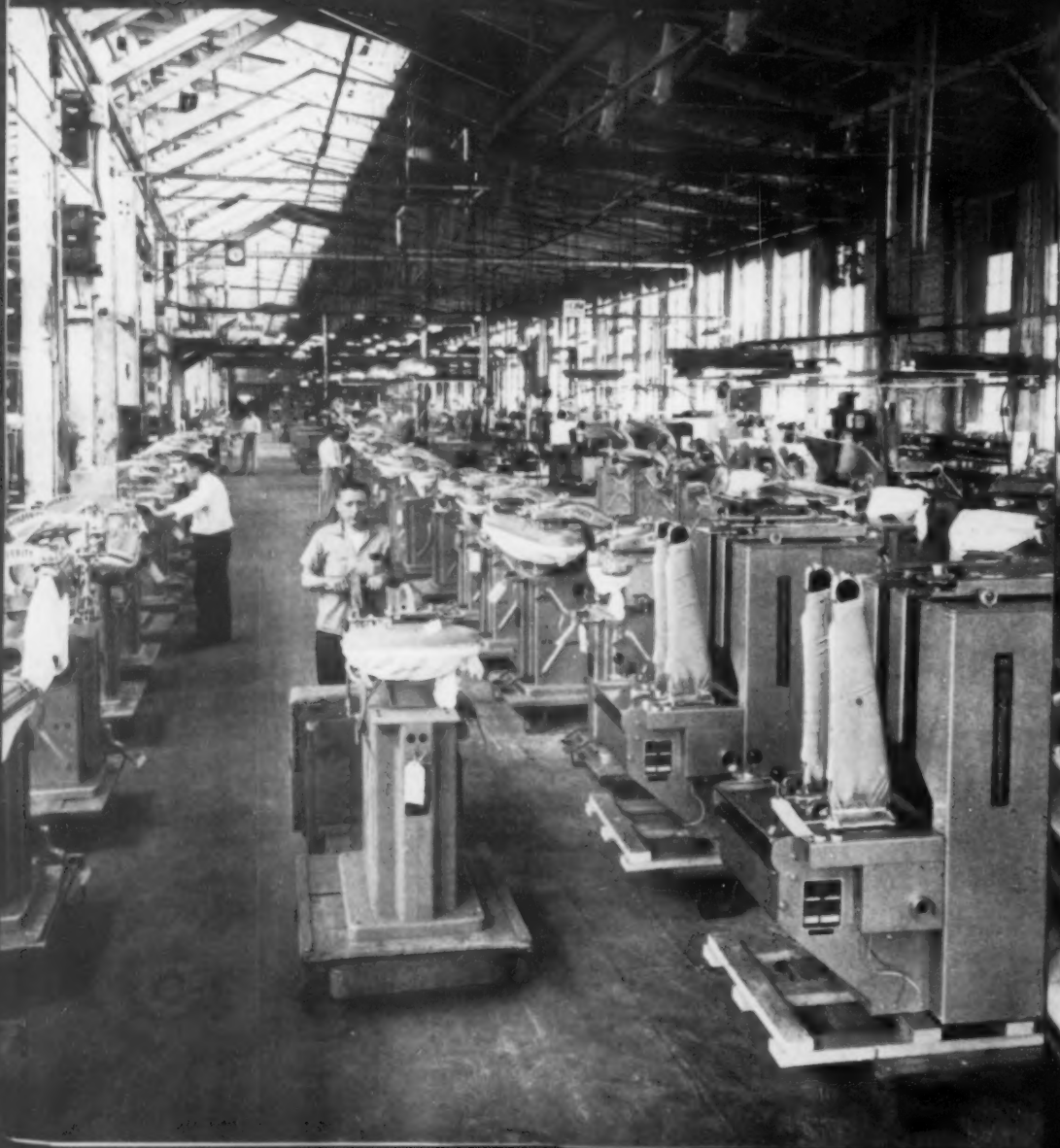
The Cravenette Co., U. S. A.
60 Romanelli Avenue, South Hackensack, N. J.
Gentlemen:
Please send me full information about your newest water repellent usable with all types of charged systems

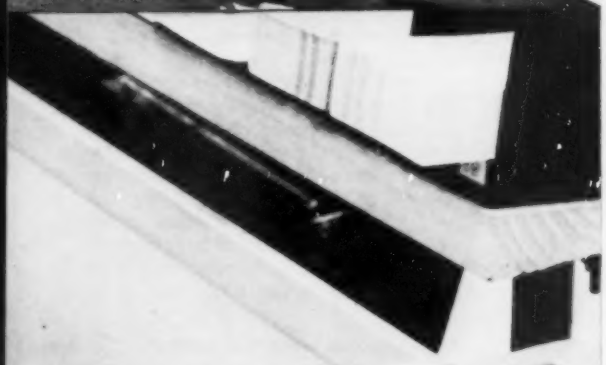
Name _____

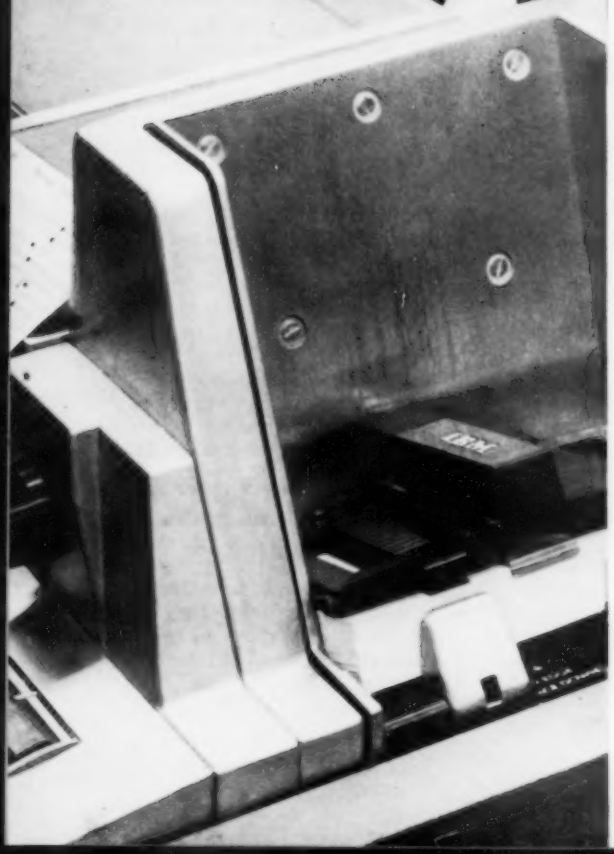
Company _____

Street address _____

City _____ **State** _____







OUR PRODUCT IS PROSPERITY

One Name For All Your Needs

What is a company?

"Com'pa-ny (Kum-pa-ni) An assemblage of persons for a joint purpose, especially, for carrying on a business."

The Prosperity assemblage of: *management, designers, engineers, craftsmen, accountants, salesmen, business consultants, servicemen, partsmen, district managers* and *field sales specialists,* are persons moulded together for the joint purpose of giving to this industry, the most dependable, durable machinery, and business services.

These people are the Prosperity Company . . . ONE SOURCE from which you can receive whatever your business requires. For an item of machinery from a full line of products, for service and parts, or for professional business counseling, your ONE SOURCE for everything is in the new Prosperity Company. Now . . . one telephone number . . . one address . . . Prosperity . . . Your ONE COMPANY . . . Your ONE SOURCE . . . for all your needs.

Call Your Prosperity Man.

The PROSPERITY® *Company*

DIVISION OF WARD INDUSTRIES CORPORATION

Copyright 1959, The Prosperity Company

Paid Advertisement

Before Being Misled Into Switching From Petroleum Solvents—Read This

IN THE PAST, petroleum solvent refiners and marketers have recognized the values of both petroleum and non-petroleum solvents to the dry cleaner. We have made no unproved claims against non-petroleum solvents, and have serviced the industry on the merits of petroleum solvents, not on the disadvantages of non-petroleum solvents.

But the time has come when, like the State Department, we have to defend ourselves with the truth, and disprove the exaggerated claims being made against petroleum solvents. In this brief rebuttal, we will discuss a number of these anti-petroleum claims.

The exception is NOT the rule

Some within the non-petroleum solvent industry reach far out in left field for claims involving cost. If even one plant can show 24,000 to 25,000 pounds cleaned with one drum of solvent, the equipment manufacturer has a legal basis for promotion. We feel that in order to be completely honest, cost should be based on what the average dry cleaner can expect and not on what a specialized set of conditions might produce.

To arrive at petroleum solvent cost per pound of garments cleaned, we simply divide the cost of the solvent used by the poundage cleaned. The promoters of non-petroleum solvents use the same method to produce their *claimed* solvent cost, conveniently leaving out the cost of buying, operating and maintaining recovery equipment. Also, no mention is made of the extremely close watch needed even to approach the low solvent cost claimed. By necessity a solvent costing close to $2.00 per gallon will require special equipment, money and effort in order to lower its cost per pound of garments cleaned to anything near that of a petroleum solvent selling for one-quarter the amount. Non-petroleum solvents are NOT cheaper than petroleum solvents.

New problems never reduce costs

Stories of non-petroleum solvents cutting cleaning costs are as fantastic as the other claims of superiority. If a petroleum plant is cleaning with a washer-extractor unit, a non-petroleum plant with comparable equipment cannot cut the cleaning cost. The same type detergents are used, and if necessary the same running times can be used. Any difference in cleaning cost is in favor of the petroleum plant due to the greater versatility of petroleum solvents. Proof of this statement is found in the dye bleeding of certain cotton garments and draperies in non-petroleum solvents. These fabrics require special handling and usually end up in a petroleum plant. Problems of this kind do *not* help to reduce cost.

Look to lab results and experience

We read claims of cutting dry cleaning costs by savings in labor when the switch is made from petroleum to non-petroleum solvents. These savings are said to be achieved by less spotting and wet cleaning. From the very beginning of non-petroleum solvent use in dry cleaning, its proponents have tried to claim superior cleaning qualities. These claims have been met with qualified laboratory results showing no measurable advantage of one solvent over the other when a detergent is used. To learn about labor savings due to less spotting and wet cleaning, ask a spotter who has had experience working behind both petroleum and non-petroleum solvent units. He will prefer petroleum cleaning, primarily because of the ease of spotting compared to that of non-petroleum solvent. We fail to see how these claims of labor savings can be justified. If anything, it is petroleum solvent that can keep labor costs at the absolute minimum because of its accepted versatility and the fact that no labor is required to maintain efficient reclamation.

The utility savings claim

The claim concerning the savings in utility costs when non-petroleum solvents are used is no more valid than the other claims made. The new deodorized petroleum solvents in washer-extractor equipment will show lower utility costs, mainly due to the time saved by not reclaiming solvent vapors.

Maintenance deals with equipment

As to the maintenance-saving claim, whether a cleaning unit is petroleum or non-petroleum, the difference in maintenance is based on the unit itself. Some of the fully automatic non-petroleum units are so complicated that a breakdown would require engineering service from the manufacturer. We feel that the point of maintenance has no place in a discussion of solvent cost.

Rent is no real issue

Now we come to the last point in this series of claim rebuttals: rent. How can anyone claim that the solvent used is going to determine the amount of rent? If this really were an issue, we would point out that there are petroleum units that actually require less space than some non-petroleum units.

Best versus worst

When we cut through to the real basis of non-petroleum promotion claims, we find our attention directed to a comparison of the oldest, poorest-equipped petroleum plant with the latest non-petroleum equipment available. There is no attempt to compare the new automatic petroleum units with the non-petroleum units. We challenge the manufacturers of non-petroleum equipment either to conduct a fair comparison program or to start promoting their wares on true, undiluted facts.

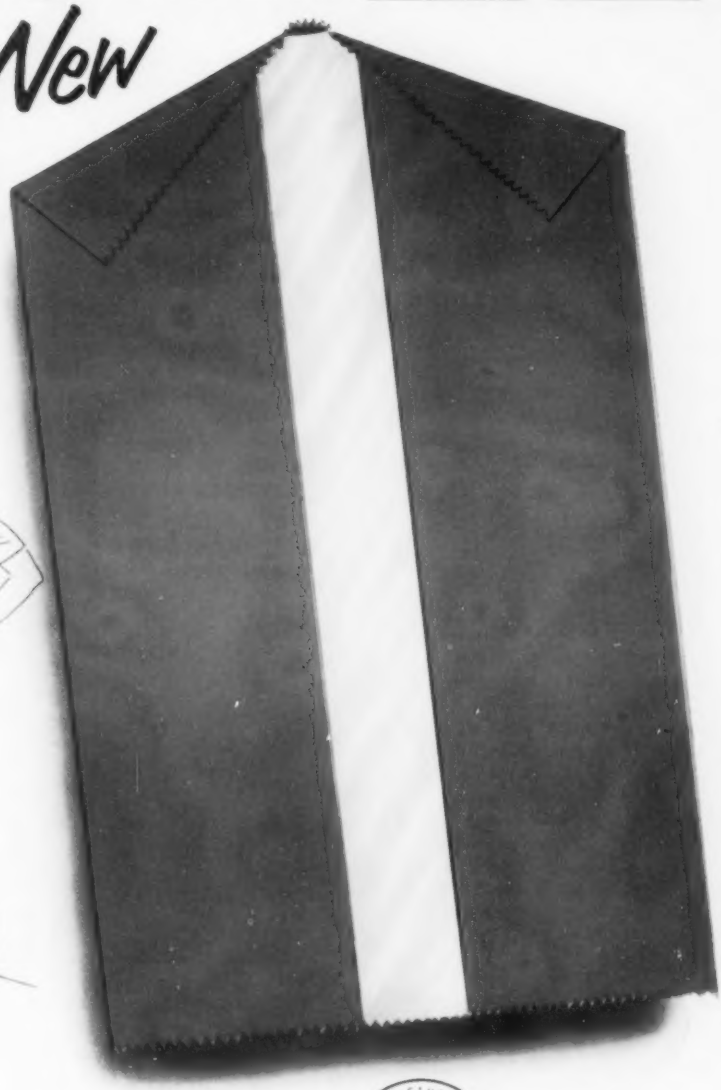
Switching can work two ways

The "switch" they keep talking about is not a one-way street. There are many plants whose operators, having been misled by a non-petroleum pitch, are switching back to petroleum solvents. So the switch works both ways, at least for those who can afford the switching costs involved. We have correspondence from some plant owners indicating that they are completely unhappy with their switch to non-petroleum solvents, but now their costs are so high and they have lost so much that it is not in the books for them to afford a change back to petroleum. If you are being wooed by the non-petroleum pitch, you owe it to yourself to be sure before making a decision that may reap nothing but empty claims.

Yes, follow the switch—back to Petroleum Solvents. We make no exaggerated claims, just facts based on years of experience. For a discussion of your individual problems, or complete information regarding the new Deodorized Petroleum Solvents, contact your Apco distributor or write direct to Anderson-Prichard Oil Corporation, Liberty Bank Building, Oklahoma City, Oklahoma.

Paid Advertisement

Your service rings the bell more often with exciting *New* PAPER-VUE!



Southern Advance sets up a ready welcome for garments that arrive in style—in Paper-Vue bags! Paper-Vue combines the moisture-proof "breathing" quality of paper with the "see-thru" convenience of clear plastic. Dust and light are kept out, clothes get an extra measure of "life insurance". And sharply-defined Paper-Vue printing always highlights your store name! So build a wider welcome for *your* service—put in a call for Paper-Vue today!

...Wrap up your reputation with Advance!

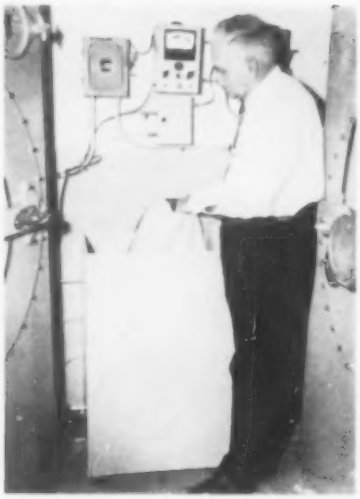
Keep in touch with the times! Alert cleaners everywhere are turning with the trend to Paper-Vue! Order Paper-Vue from your distributor and get timely promotion posters now!

CONTAINERBOARD AND KRAFT PAPER DIVISION CONTINENTAL CAN COMPANY

530 Fifth Avenue, New York 36, N. Y.

GADGETS and GIMMICKS

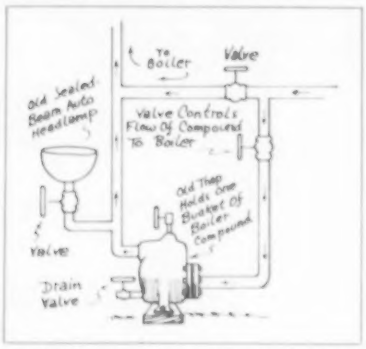
Keeps Supplies Neat



A supply of filter powder is kept in a wooden cart constructed by plant owner Ray Bevington, Bevy's Cleaners, Euclid, Ohio. In some plants supplies are often stored haphazardly around the equipment. This plant-owner, who encourages plant visitations, wants his cleaning department to look as orderly as the call office.

The wooden box, painted the same color as the washroom equipment, is easily movable on metal rollers.

Feeding Boiler Compound



This happened in a big plant with a big boiler, but it could be tailored to fit any boiler where a "hot" boiler compound is used. This plant was using a hot compound that worked very satisfactorily, except that it had a habit of wrecking the bronze impeller and the facing of the water pump, on the average of about every six months.

The solution was to install a bypass arrangement on the water line leading from the makeup tank to the boiler. A big old-fashioned trap off an old flatwork ironer was placed at the lowest point of the U-shaped bypass. With the innards removed from it, the trap holds nearly a gallon of boiler compound which is fed into it as shown in the illustration. (Note the pouring funnel made from an old sealed-beam auto headlamp.)

By manipulation of a couple of valves on the bypass and the main line, the flow of compound can be either a trickle or it can be forced into the boiler in one big surge. The trap is filled by shutting the valves and draining the water out of it first.

Distillation Reduced

Monarch Cleaners and Laundry of New Haven, Connecticut, uses a sweetener powder, together with diatomaceous earth and activated carbon, on its daily filter precoat. According to Doug Shaw, the cleaner, it has cut the gallonage of distillation to one-third the former amount.

The plant uses synthetic solvent and used to distill some 630 gallons a week. Now it distills about 200 gallons. The plant adds a slurry of 3 pounds of sweetener, 2 pounds of diatomaceous earth and 2 pounds of activated carbon in solvent after a half-precoat each morning. The procedure is used on both the charged and rinse solvent in the system.

Metal Racks Store Boxes

Many drycleaners who offer box storage store the loaded boxes by piling one atop the other in stacks. Invariably, the first customers who want their garments returned are those whose boxes are at the bottom of the stacks, requiring much pulling and tugging to get at them.

This problem was solved by Deason

Cleaners, Amarillo, Texas, where metal racks with a capacity of 225 boxes were built in the fur storage vault. The racks, creating compartments slightly larger than the girth of the box, were put together by one of the employees with a portable welding outfit. Boxes are easily slipped in and out without strain.

Tidy Spool Holder

An inexpensive but very handy holder for spools of thread is in use at Red Seal Cleaners in San Diego, California. Plywood panels, each carefully ruled off into 2-inch squares, are mounted on the wall behind the repair lady's station. Finishing nails driven part way into the corners of each square are tilted slightly upward to hold the spools in neat rows.

Shown in the photo, too, is the new set of louver windows that replace the old style.

Ask Haertel about STORAGE VAULTS

AIR-COOLED HAERTEL VAULTMASTER*. Package unit garment-tested in our own research vaults. Automatically provides cold storage, dehumidifies, fumigates, ventilates, filters air. 5-year guarantee.

Is your fur-garment-box storage business still in the planning stage? Or are you one of the many cleaners with vaults whose storage business has grown to the point where you could use additional capacity?

In either case—whether you already know storage *is* a money maker, or have yet to discover how well it can pay off—you can benefit from our 30 years of experience in fur and garment storage and cleaning.

Let us tell you how easily hundreds of other cleaners got started with the complete Haertel vault equipment. Learn how these cleaners paid for their equipment with storage fees and increased summer cleaning revenue. For the answers to all your questions about fur and garment storage, ask Haertel.

*U.S. Patent No. 2,582,986

WALTER HAERTEL COMPANY

POLARIZED CARE

FOR YOUR GARMENTS

2840 Fourth Ave. South
Minneapolis 8, Minnesota

WALTER HAERTEL CO., 2840 Fourth Ave. S., Minneapolis 8, Minn.

☐ Please send me your free brochure, "Changing Space into Profit," that tells me how to get into the storage business.

☐ Please have a Haertel man call to look over my plant and answer my specific questions.

FIRM NAME _____

ADDRESS _____

CITY _____ ZONE ____ STATE _____

SIGNATURE _____

SSS FORMS PERFECT CREAMY WHITE EMULSION

ONLY A TRUE EMULSION CAN GIVE MAXIMUM SOIL REMOVAL.

ONLY A TRUE EMULSION GIVES HIGH SOLVENCY FOR GREASE REMOVAL.

ONLY A TRUE EMULSION GIVES PERFECT LEVELING ACTION.

STAIN FREE • ODOR FREE • SELF LEVELING • NON-CONTAMINATING • FATTY ACID FREE

STAMCLEAN SPRAY SPOTTER

SSS

AN AMAZING SOIL REMOVER

1 **SIMPLE:** ADD 2 PARTS WATER TO 1 PART SSS (IN THIS ORDER). SPRAY, BRUSH OR TAMP. RERUN.

2 **NON-STAINING:** USE FREELY ON WHITES, EVEN PIQUES, CAR COATS, RAINWEAR, WASH AND WEAR, SILKS, SATINS AND TAFFETAS. MAINTAIN CHARGED SOLVENT FREE OF COLOR OR STAINING SOAPS.

3 **NO ODOR:** CAN BE USED FREELY FROM A SPRAY TANK.

THE STAMFORD CHEMICAL COMPANY
STAMFORD CONNECTICUT

manufacturers of TRIK • FLIK • VIVIDOL • VIVITEX 100 PLUS • HYDROSORB CAKES

LEGAL DECISIONS

By A. L. H. STREET

Tax Returns As Evidence

Can income tax returns be required as evidence to prove loss of profits claimed in a damage suit?

They can be required according to a decision handed down by the West Virginia Supreme Court of Appeals in the case of Mullins v. Baker (107 S.E. 2d, 57).

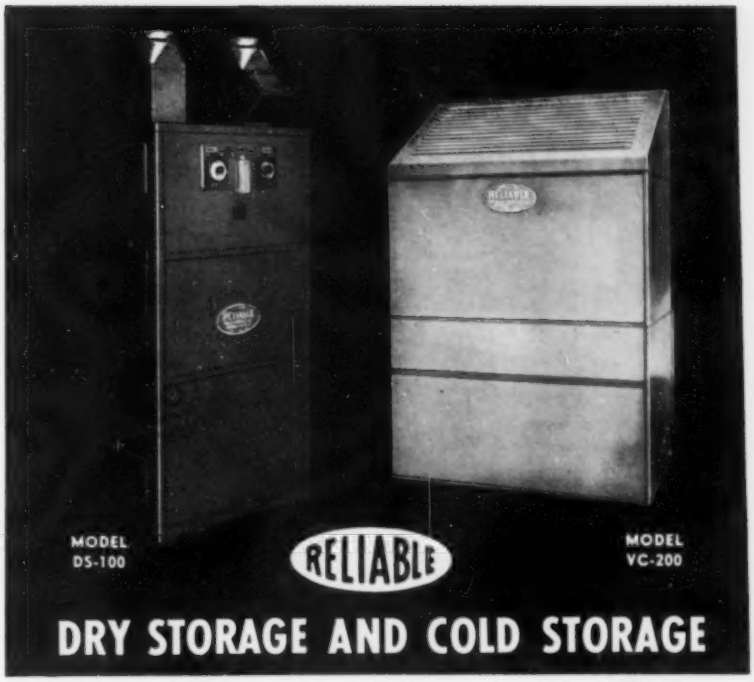
The court decided that when a plaintiff files suit to collect damages based upon loss of profits due to a breach of contract or negligence by the defendant, the latter's lawyer has a right to require the plaintiff to produce a copy of his income tax returns which reflect the loss of profits claimed for income tax purposes.

Violation of Sales Contract

Following violation of competitive restrictions in the sale of a business, can both damages and an injunction be claimed in the same suit?

The Arkansas Supreme Court recently decided yes, adding that by suing for an injunction only, the plaintiff waived the right to bring suit for damages after the injunction suit had been disposed of.

The court stated that when the seller of a business agrees not to compete with the buyer for a certain time and within a certain area, and later violates the agreement, the buyer can claim damages for resulting loss of business and in the same suit press for an injunction against further violation of the agreement (313 S.W. 2d 235).



DRY STORAGE AND COLD STORAGE

package units

MAKE ANY PLANT SPACE... INCLUDING BASEMENTS, A PROFITABLE STORAGE BUSINESS!

PLUG IN & YOU'RE IN BUSINESS !

FOR DRY STORAGE . . .
two completely self-contained package units:
MODEL DS-100—servicing up to 10,000 cu. ft.
MODEL DS-50—servicing up to 5,000 cu. ft.
featuring:

- Automatic and positive dehumidification
- Air purification
- Powerized and filterized ventilation
- Thorough fumigation
- Lowest possible installation costs
- Lowest possible economy of operation
- All duct work supplied; no extras to buy

FOR COLD STORAGE . . . completely self-contained package unit conditioners in sizes for every vault. Undoubtedly the finest of their kind anywhere . . . and they're guaranteed for 5 years. Manufactured to suit your requirements. Just connect electric and water lines and you're ready to operate for profits!

Any of our package unit vault conditioners can be used in conjunction with our fumigation, ventilation and air purification package units to give you the most flexible, efficient and economical system for your vault.

SEND FOR FULL DETAILS NOW!

RELIABLE MACHINE WORKS, INC.
"1" EAGLE STREET, BROOKLYN 22, NEW YORK

Installment Theft

Is the theft of a suit jacket and trousers on different days equivalent to the single theft of a suit?

This legal relationship between trousers and coat was settled in the Texas Court of Criminal Appeals (318 S.W. 2d 649) when the judge upheld the conviction of a man on a charge of stealing a suit consisting of trousers and coat.

The defendant, a salesman in a retail store, was sentenced to three years in a Texas penitentiary on the conviction. His lawyer argued that there was a material variance between the single charge of stealing a suit of clothes and proof that the salesman took the trousers one day and the coat on another day.

The Court of Appeals decision was based on the fact that the trousers and coat constituted a single suit of clothes and that the separate taking of the garments was pursuant to a single purpose to steal the entire suit on a sort of installment plan.

Liability for Notes

Are individuals held responsible for their signatures on a company note after the company has been declared insolvent?

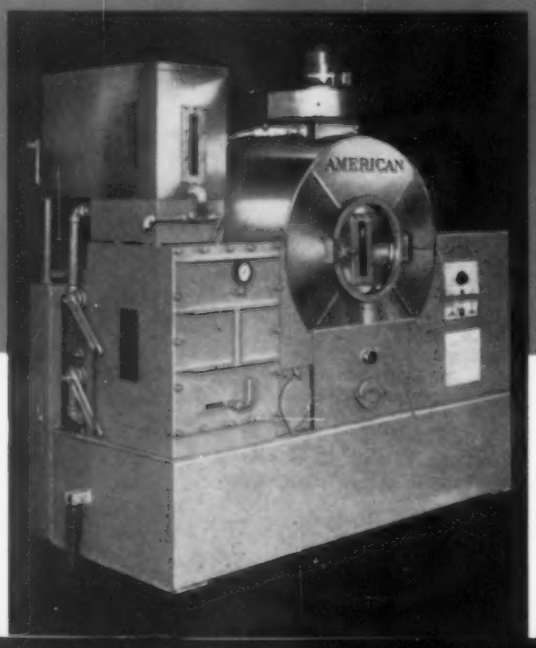
The United States Court of Appeals, Eighth Circuit, decided in the case of Rosen v. Westinghouse Electric Supply Co., 261 Fed. 2d 514, that the signatures of Hyman Rosen and Harry Grossman were valid.

The men had signed a note for more than $17,000 as "Northtown Furniture Company. Hyman Rosen, Harry Grossman." When the company became insolvent the two sought to avoid individual liability for the note on the grounds that they had signed only in their capacities as officers and agents of the company. The court decided the evidence did not support that contention.

From the ruling it follows that if a note is given by a cleaning company as principal debtor, that fact should clearly appear in the signature, as "Northtown Cleaning Company, by John Jones, president, and William Smith, vice-president."

American's
new

Lexington 30



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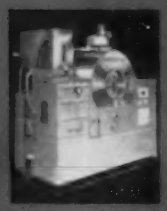
occupies



less area

than

a press!

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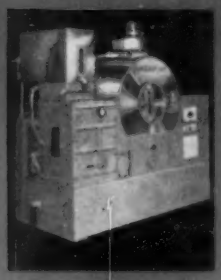

Volume of work increasing . . . available floor space fast disappearing?

You'll find the Lexington 30, American's new 30-lb. synthetic cleaning unit, is the perfect answer to this frustrating situation. A complete single-bath cleaning system in one low-cost, space-saving machine! Washer-Extractor, solvent tank, filter, muck accumulator and still are all incorporated in a single, compact unit that fits easily into a 3 x 6½ ft. area.

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American

American Cleaners Equipment Company ACE-8
Division of The American Laundry Machinery Company
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EDITORIALS

One World

Our present Jet Age is drastically shrinking the size of the earth, geographically. And with it are coming even more significant changes in the relationships between nations—the *people* who make up the different countries. Not the politicians and the military, but the average citizens, the businessmen are gaining new perspectives of one another. And in the process we are all gaining a better understanding of each other.

Here are some cases in point. A contingent of drycleaners from California participated in an international convention in Tokyo, Japan, in June. Here some 200 men of both nations met to discuss mutual problems of our industry.

This October, Canada will hold its first drycleaning and laundry exhibit convention in Toronto. Many American manufacturers will be displaying machinery and supplies. In addition, scores of cleaners from the United States will be present, particularly from the Northeastern part of this country.

In New York City this summer the Russian government is holding a huge trade show, demonstrating the progress of all industry in that nation. At the same time our country is conducting a similar affair in Russia.

With all the fury of arms races between nations and the fear of all-out atomic war, this interchange of ideas among the people themselves is the strongest deterrent against such a holocaust. It isn't too difficult for people to get along when they understand each other. While our languages may differ, the same basic human motivations, drives and appreciations are present in all of us.

We can all make a contribution to the strength of our industry and the welfare of our country by participating in future international drycleaning meetings. At the same time, overseas plantowners are welcome to our shores for plant visits and to attend the courses at the National Institute of Drycleaning. If we get to know each other, we can truly make it "one world."

Never before has the business outlook been so bright for drycleaners. The reason is the explosion of the teen-age population in this country. At the present time this age group is growing four times faster than any other age bracket.

There are presently some 26 million boys and girls of teen age. By 1965 their numbers will swell to 35 million. By 1975 the total will be 42 million! As they reach the courting age, they become exceedingly conscious of good grooming, the kind that drycleaning provides. Then new families start at earlier ages than ever before. Half the girls marry one year after high school graduation.

How to help tap this market will be told in subsequent issues of this magazine. Then the October issue of our sister publication, *Starchroom Laundry Journal*, will be devoted completely to the subject as it applies to laundries.

Watch for these articles. They will help you get your fair share of this fabulous market.

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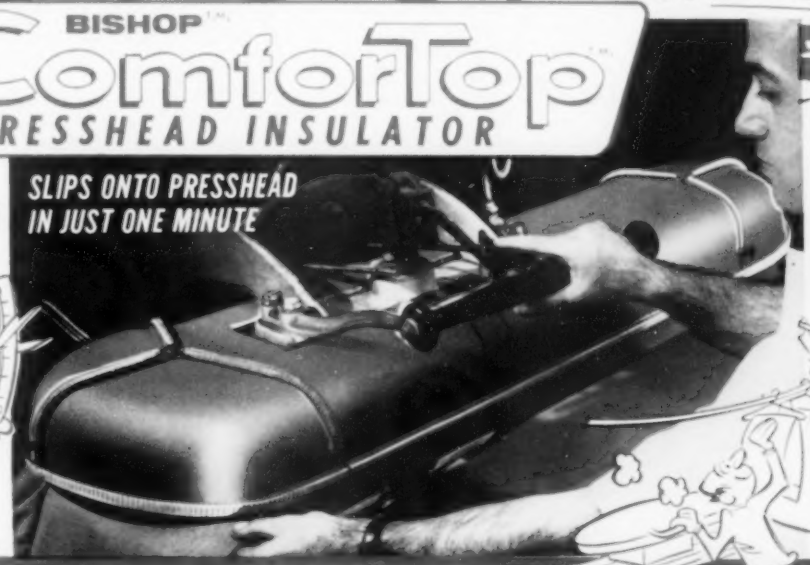

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A typical 2-girl unit. One does the sleeving and folding; the other the rest of the finishing

CHAPTER TWO

Exclusive! **ANOTHER "FIRST"** *in National*

THE DRYCLEANER and Shirt Laundering

Hiring and training shirt finishers

OUR LAST CHAPTER on shirt laundering dealt with the importance of analyzing your shirt volume potential. It also covered suggested layouts to help you on space requirements. Now, assuming that you have checked all angles and you plan to start your own shirt laundry, you come to two vital steps. The first is equipment selection and the next hiring and training the personnel.

Your supply house or allied tradesman will help you on the former. The combinations of equipment are nearly endless. There are manually operated sleevers, both horizontal and vertical. There are triple-head presses to do the collars and cuffs. Some firms offer a double-head press to do just the cuffs, with a separate press for the collar. Other installations require a separate yoke press, while in other cases this press is eliminated as a separate operation.

Then, of course, there are the cabinet presses for both the sleeving operation and the bosom finishing. There are manual presses for the latter operation, too. There are no hard-and-fast rules on which combination will work best. Circumstances alter cases. One thing to keep in mind, however, is to allow for expansion. Don't underequip.

Training need continuous

In most cases, when you first start your shirt laundry the manufacturer or supply house will have a trainer on hand to teach your crew. But inevitably some turnover of personnel takes place and you are on your own. *The main purpose of this series is to give you a step-by-step training manual to train new employees.* It will supplement the initial help given by the original trainer.

Larger plants can devote a special unit for training. They have the space, time and capital to make sure there is no interruption in production, no loss of quality when an employee leaves the firm. This isn't possible for the average drycleaner doing shirts. And a quality job is even more important in a drycleaning plant. Poor laundering and finishing can cut drycleaning volume, but fast.

So it is necessary for you or a key employee to understand shirt finishing and training. The latter is a special technique in itself. We will get into that shortly. But first you have to attract the right kind of girl for the work.

Fortunately, in most places, the la-

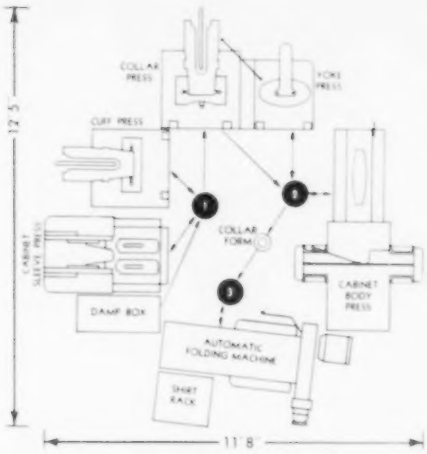


Fig. 1. Typical 3-girl shirt unit

Preparation before finishing is important. Here the shirts are shown folded with the collar points in position for the first finishing operation

This depicts how several shirts are in process at the same time

bor market isn't as tight as it was a few years ago. There are many people looking for work, but you must sell them the job the same way you expect them to sell themselves to you. If you plan to transfer a girl from your dry-cleaning department, make sure she understands the job, the security it offers. Ascertain that she is willing and agreeable to the change. If she isn't, you are better off to start out with a brand-new employee.

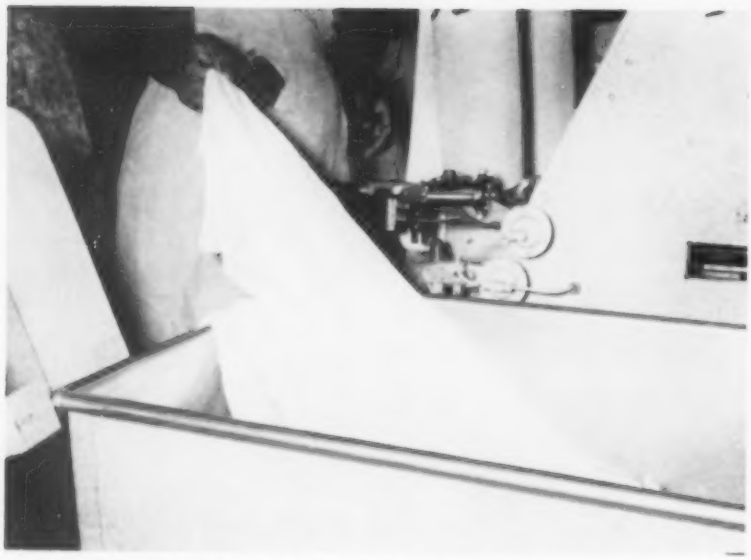
In any case, you are better off with a girl who has no previous experience. Then she will learn to do the task your way, with no bad habits to unlearn.

If you advertise for help, make the ad attractive. One that reads "Girl wanted for laundry press" states your case, but in a poor light. One that will attract the right type will read: "Shirt finishing operator. Clean work, modern equipment, rest periods, paid vacations." The last four phrases are the "psychic" benefits, the "you" benefits that appeal.

Psychology of the interview

Interviewing is important. It's the time when you should find out all you want to know for future reference, as well as for the present. For instance, a single girl looking for work should be a good bet to be on the job every day. A recently engaged girl may plan to stay just long enough to pay for her trousseau. A married woman with children may be looking for work to pay off some new furniture or similar temporary debt.

If you do hire a woman with small children find out if there is some close relative to take care of them. If this is being done by neighbors, the chances are the setup won't last. Then, too, if a youngster becomes ill you may find your employee out for several days running. With a relative in custody this isn't so likely to happen. A house-



When shirts are properly positioned, the first step in finishing is simplified

wife with grown children is a pretty safe bet for long-term employment with little absenteeism.

When you bring a new employee into the plant, keep in mind that she is new. She is probably nervous and bewildered by the equipment; the strangers she has to meet will add to her concern. Introduce her to the floor girl or the lead girl in the department in which she will be working.

Make newcomer at home

Names are important; don't swallow them. First ask the newcomer if she has a name other than her formal one that she prefers and use it in the introductions. Be sure to mention her name when talking to her to make her feel a part of the group and to help your other employees get to know her.

Make sure she has a place to put her coat and hat, her purse and lunch. If it isn't a locker, see that she at least has a nail on the wall that is hers. It's important for her to know that you have provided a place for her personal things. She will appreciate the fact that you know it and show it.

Explain the working hours, the use of the timeclock. Tell her about rest periods, the location of the restroom, the drinking fountain and where she may eat her lunch. As you introduce her to the other employees add some personal item about her. It could be that she has a sister in the plant, or that she used to work in a cleaning plant or that she has recently moved to your city—just so it is some pleasant generality about her.

And make certain that her work station is clean. Tell her the order in which you expect her to keep it. If you start training her, don't leave her alone while you take off to find some shirtbands or other supplies.

After her initial training tell her whom to see in the department if any questions arise. And then, check back periodically on her progress.

If a rest period or lunch hour comes up when you aren't around, have some other employee appointed to take the new girl with her—at least on the first day. The more you make her feel at home, the more relaxed she will be and the better able to perform her job.

If the girl is going to operate a press, show her how it works. Explain the safety features, automatic devices, timer, etc. Then let her work it a few times before you start finishing shirts.

Before getting into job descriptions, a word about the different functions in 1-, 2- and 3-girl units. In the 1-girl setup the girl naturally does all the operations, including folding. In the 2-girl unit, one operator does the sleeving and folding. The other does all the other finishing of collar, cuffs, yoke and bosom. In the regular 3-girl operation, the first girl does the sleeving and the collars and cuffs. The second girl takes care of the other finishing, while the third operator does nothing but folding.

Of course, there are variations depending upon the type of equipment being used. For example, one 3-girl unit on the market consists of a cabinet sleever, a cuff press, a collar press, yoke press and a cabinet body press, plus a folding table.

Here the first girl does the cabinet sleeving, the cuff finishing and then places the shirt on the collar press. The second girl removes the shirt from the collar press, places it on the yoke press and then completes the finishing on the cabinet body press. At this point the shirt is placed on the collar form where it is picked up by the third girl who does nothing but folding.

There is always a certain sequence of lays to follow so that several shirts are progressing through the unit simultaneously. For example, in the 3-girl operation just described, here is the sequence of operations (see Fig. 1):

Operator #1

1. Remove shirt from double cuff press. Make collar lay and close press.
2. Remove shirt from sleeve ironer. Make double cuff lays and close press.
3. Take shirt from damp box. Make sleeve lays and close press.

Repeat cycle.

Operator #2

1. Remove shirt from body machine and place over collar form.
2. Remove shirt from yoke press. Make body lay and close machine.
3. Remove shirt from collar press. Make yoke lay and close press.
4. Button collar of shirt placed over collar form for folder.

Repeat cycle.

Operator #3

1. Take shirt from collar form and fold.

Let us take the case where a plant uses a cabinet sleever and cabinet bosom press which also handles the yoke of the shirt. There is also an automatic folder. This is a 2-girl operation.

One girl handles the sleever and folder. She keeps one shirt ahead of the other operator. The first girl leaves the folding table after she has pressed the button that starts the folding. When she has finished her sleeving operation she returns to the folding table and finishes folding the shirt. She then places another shirt on the table and folds to the point where she

Continued on page 38

You save 4 ways when you use SANITONE 30-90*

SAVE on Classifications

Because 30-90 prevents static build up, fiber transfer is eliminated so completely that light and dark woolens can be cleaned together. One load often takes the place of two. Such flexibility permits more efficient use of your equipment. Plant capacity is increased . . . profits, too.

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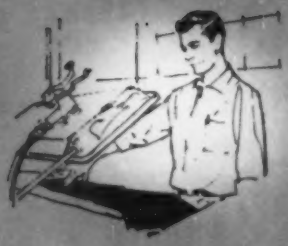

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Limited bailee insurance in a total-loss fire like this can drive you out of business

Do You Really Understand Your Bailee Insurance?

Here are some pointers that may save you thousands of dollars

By ART SCHUELKE

IT'S HARD TO IMAGINE any dry-cleaner operating a business without having the protection of adequate bailee insurance. But, on the other hand, there are scores of cases where plantowners *thought* they had protection only to learn to their sorrow when disaster struck that they were only partially covered or that certain exclusions existed in their policies.

One of the major shockers occurs when a plantowner finds that, instead of full coverage, the fine print limits the payment up to $1,000 or some other figure far below the cost of settling the claims. There are many other common exclusions to be covered later, but first let me urge you to have a thorough insurance survey.

The cost of bailee insurance varies all over the map depending on conditions in your plant. It can run from 16 cents per $100 of volume to $1.25 per $100 and higher. And even high premiums do not necessarily mean good protection.

You may be surprised to know that you can get 100 percent coverage against loss for about the same cost as limited protection. And by buying a $50 or $100 deductible policy you can save 10 cents or more per $100 on your rate. (This is like the collision insurance on your truck or car.) You stand the risk on nuisance claims, but you are completely protected beyond that first $100 when a major loss occurs. This is called a "nominal deductible" policy.

Limited protection is only one of the hazards that you may have in your policy. If you have recently installed a shirt laundry, check to see if laundry work is exempted. In many cases it is. See that you are covered.

Fire isn't the only disaster that can strike. Suppose a hard freeze occurs and your water pipes freeze, break and water damage hits your customers' garments. Then there is smoke

Continued on page 37

The Beginning of a Most Profitable Operation for you...

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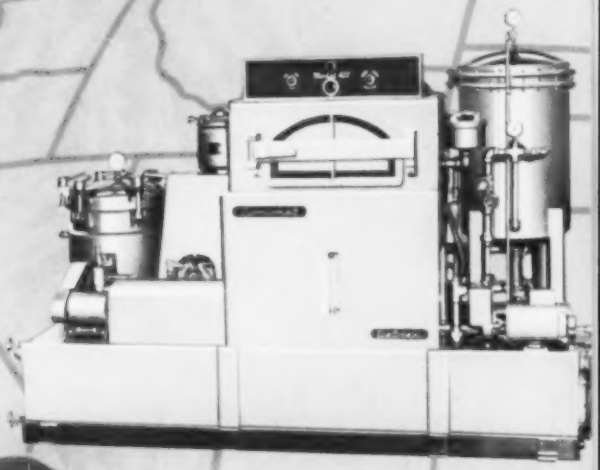

Detrex Coronet—The smallest Detrex machine but with a big capacity for turning out quality work. Same sturdy construction and smooth operation as its bigger brothers. Model 422, single bath, 80 lbs. capacity per hour.

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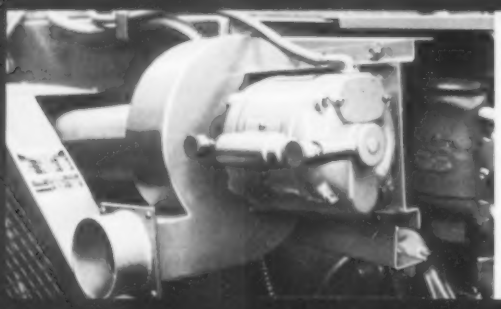
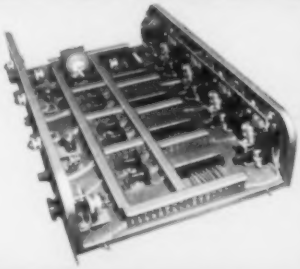


The quality materials, durable construction and painstaking workmanship that go into the various parts of every Detrex machine are illustrated in these two close-up photos. *Left* is one of the extra capacity exhaust fans with quiet running oversize motor. *Right* is a typical electrical control panel, simple and trouble-free with machine-tooled industrial type components.



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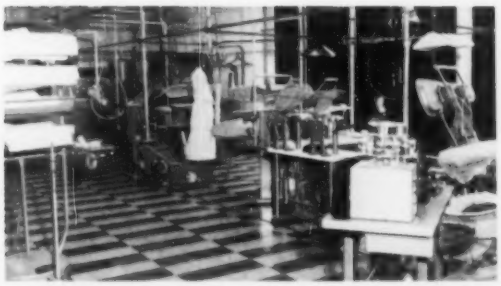

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Complete Parts Stocks—Regardless of your location a distributor is near to quickly supply Detrex parts.

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Detrex Service Really Pays Off

Ray Heavrin, owner of LaSalle Cleaners of Wadsworth, Ohio, recognizes the importance of doing business with reliable distributors and manufacturers. He says, "Forty years in the industry taught me that you must consider parts and service facilities of the manufacturer when purchasing equipment. When I purchased all Detrex equipment, I was guaranteed these services."

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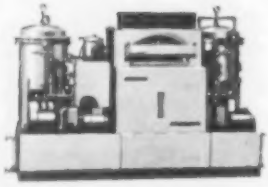

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35 lb. capacity.

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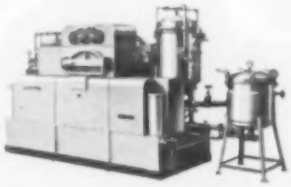

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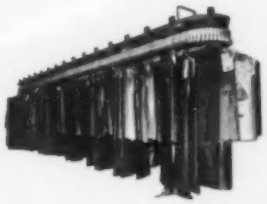

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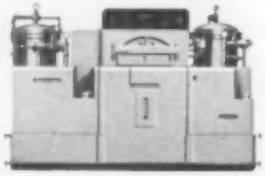

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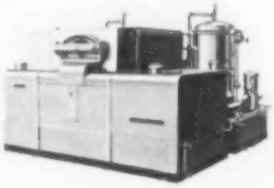

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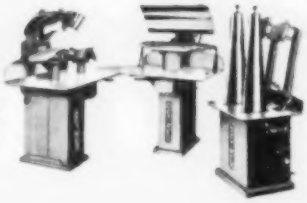

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for complete information on Detrex equipment, financing terms or leasing plan. Just fill in and mail, no postage required.

DETREX

CHEMICAL INDUSTRIES, INC.

BOX 501, DETROIT 32, MICHIGAN

Continued from page 32
damage, aircraft and vehicle damage. Or perhaps an unhappy employee quits and coincidentally a couple of fine suits of your best customer disappear. Does your policy cover you against these eventualities? In more cases than not, plantowners are not covered.

If you handle box storage your bailee insurance does not protect you. Practically every policy spells out that you are covered for garments that are in routine processing and only until the garments are returned to or picked up by the customer in a reasonable length of time. Storage is specifically ruled out. For this type of protection you must get what is called a Furriers Customer policy.

And here's another very important point. If you take in fur coats for storage by some outside source, your bailee policy never protects you. Make sure that whoever is storing for you has specific insurance covering you, or take it out yourself.

Similarly, work that you send to outside sources for processing is not covered by your policy generally. This could be dye work, leathers, hats and other items. Make certain your processor has you fully protected.

If you operate trucks, this brings up other special problems. No policy that I know of ever protects garments that are left in the truck overnight, unless locked in your private garage or a building occupied by you.

Frequently policies are written with only nominal coverage on the trucks. I know of a specific case where a plant was covered for $1,500 per truck. A

Check Your Bailee Insurance NOW!

This article was prompted by the unfortunate experience of a drycleaner friend of mine. His plant was destroyed by fire recently along with some 1,700 different customer orders. Thanks to the wonderful cooperation of his jobber and machinery friends, he was back into production in a week.

He sent me a letter telling me how grateful he was for their help and included some newspaper clippings about the fire and the account of how speedily he was back in business. I called him to commiserate with him only to learn that his experience with his bailee insurance was giving him added woes.

Like other cleaners, he had been paying for this protection for years. Now that he had need of this coverage, he found that there was a clause concerning limited coverage. For little more cost he could have had complete protection, with individual claims settled immediately upon arrival.

Instead, the insurance firm had sent form letters to all his customers suggesting they get settlement from their own insurance companies if they had such coverage. The delays this entails, plus the fact that the customers had to fend for themselves, didn't do much for the goodwill of this plantowner.

He was obliged to send out his own letters to these customers explaining what the deal was. And even this extra work on his part had little effect on regaining his customers' good graces.

So profit by his experience. Make sure your coverage is complete. Have your insurance program surveyed as soon as possible.

BAILEE INSURANCE

Continued from page 37

conservative estimate is that the average garment claim is settled for about $45. With 100 garments in a truck that amounts to a tidy $4,500 of customers' property in your care.

That plantowner with $1,500 coverage was convinced he should change policies after an agent specializing in bailee insurance showed him the light. The new policy was no more costly than the old. Shortly after the policy went into effect one route salesman apparently lost his mind temporarily. He drove the fully loaded truck off the side of the road and set fire to it. The garments and the truck were a total loss.

The insurance adjuster was at the plant the next day and promptly settled all claims in full for a total of $3,300. Just this one deal saved the plantowner $1,800, which would take care of scores of premiums.

In this case the payment of that extra $1,800 to the customers would not have caused this plant to go bankrupt. But there are records of many major catastrophies. One large plant suffered an explosion that completely destroyed the building and some $300,000 worth of customers' apparel. Full bailee coverage protected the owners who are going strong today.

Contrast this with another plant that went into receivership because it had only $1,000 insurance on 20,000 bundles lost in a major fire.

As we said in the beginning, have your coverage completely surveyed. Good protection need not cost any more than inadequate insurance.

I know of one plant that had been paying $1.50 per $100 premium for some seven or eight years. A proper appraisal of this $1,000-a-week plant gave the owner even more coverage for 85 cents. The saving was significant, but think of the money he literally threw away for all those years.

The rates for bailee coverage should be tailored to your plant's measurements just as the policy should be made to provide the coverage you need. Make certain the fine print doesn't contain the several exceptions listed. Discuss the matter fully with one of the many competent specialists who sell bailee insurance throughout the country. You can get further guidance from your state association, too.

Just how much you pay depends upon many things. There is, first, the kind of protection you want. Then there is the fire insurance rate on your property, which has a bearing. The type of construction your plant is made of counts, too. Brick structures naturally get better rates than wooden ones. Sprinklers, cut-off boiler rooms, the kind of solvent used, your loss record—all have a bearing.

In a subsequent article we will spell out those things that you can do within the plant itself to help you earn a better premium rate. # #

SHIRT LAUNDERING

Continued from page 30

again pushes the button and repeats the sequence.

Meanwhile here is what her partner is doing:

1. Unloads collar-and-cuff press and hangs shirt on post on her right.
2. Takes shirt from post and loads collar-and-cuff press.
3. Unloads cabinet bosom and hangs shirt on collar form.
4. Puts shirt from post on cabinet bosom.
5. Turns collar and buttons shirt on collar form.

Repeat sequence.

And the variations on a 1-girl unit are considerable. Let us take the case of all conventional equipment with a combination collar, cuff and yoke press. Instead of a cabinet sleever, there is a vertical blower-type sleever. In this case, it is better to do the sleeves last since if done first they have a tendency to dry out the body. Here is the sequence of operations in this type of setup:

1. Take shirt from damp box and make collar and right cuff lay.
2. With shirt from table (collar, cuffs and yoke already done), make left back lay on the left end of the bosom-body press.
3. Make right bosom lay on the same end of press.
4. Remove shirt from buttoner post and fold.
5. Make yoke and left cuff lay.
6. Make right back lay on right end of press.
7. Make left bosom lay on right end of press.
8. Take shirt from sleever, turn collar on buttoner post and button.
9. Take shirt from bosom press and put on sleever.
10. Take shirt from yoke press and place on table between presses.

Repeat operation.

Just which procedure you will follow depends upon your equipment. Your jobber or trainer will set that up for you in the beginning. From that point on, it is necessary to train new employees on each step and key point for each press. And remember, if the worker hasn't learned, the instructor hasn't taught.

Preparation saves time

Preparing the shirts for finishing is an important job not to be overlooked. Once they have been washed and extracted there are certain things to be done to them, otherwise the finisher will lose a lot of time preparing instead of finishing.

For example, the sleeves should be turned right side out. All buttons should be unbuttoned. The pockets should be smoothed out. *Note:* Proper marking procedures call for the marker to turn pockets so that lint, tobacco, etc., will be washed out. That employee should also make sure that buttons are unbuttoned. It is much more difficult to unbutton damp shirts.

After this preliminary preparation the employee should grasp the shirt by the collar points. The left point is held in the right hand, while the right point is held in the left. The shirt is then shaken out in a quick motion.

The points are then brought together, with the label folded inside. The shirts, thus folded in half, are placed neatly one on top of another in the damp-box. The shirttails are away from the first operator with the collars forward. The collar points should face the operator.

If the shirts are shaken out much in advance of finishing, they should be covered with a plastic covering to keep them from drying out too much. Damp shirts so covered will retain the proper moisture even over a weekend.

Then, as the first operator gets ready to start a lot, she uncovers the shirts and pulls about 10 or so and brings them partially over the front end of the damp-box. This puts them in a convenient position to begin her finishing. # #

(*Next month:* Job breakdown of the finishing operations.)

THIS IS NO YARN

Your knit-wear business will zoom with this Columbia-Southern PERCHLOR display

Bright, colorful, and timely, you'll find this new Columbia-Southern window display most helpful in attracting sweater and other knit-wear business during the late summer and throughout the fall.

There's a real ball of knitting yarn in the kitten's paw, a signal to your customers that they can rely on you for quality handling of their knitted goods.

This latest Perchlor display—especially designed to increase your handling of knitted sweaters and other clothing—is available without obligation, from your Columbia-Southern distributor.

But to make sure you get yours, play safe and ask your distributor to reserve one for you *now*. Better order another supply of Columbia-Southern Perchlor, too, so you'll have a sufficient supply on hand for that added knit-wear volume.

COLUMBIA-SOUTHERN CHEMICAL CORPORATION

A Subsidiary of Pittsburgh Plate Glass Company • One Gateway Center • Pittsburgh 22, Pennsylvania

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Randall's Refuses To Change Its Ways

THIRTY YEARS AGO, when Randall's Cleaning Plant, Inc., opened for business in Hempstead, New York, the firm's policy was the highest quality drycleaning possible. The company catered to better-address families who appreciated fine work and could afford to pay for top service.

Today, after three decades of solid growth, the policy at Randall's has not changed one iota. If anything, more pains than ever are taken with customers' garments and household textiles. Fiercer competition notwithstanding, Randall's claims to offer the highest quality service in its area, living up to the motto inscribed on its trucks: "Where Good Cleaning Is Still a Craft."

Bill Taylor, owner of Randall's, is so steeped in this philosophy that he literally sacrifices a potentially higher productive volume on the altar of quality.

"I could make greater profits than I now do," he declares, "but I couldn't realistically turn out as good a job.

By GERALD WHITMAN

Since I'm sole owner of the business, I can afford to take a somewhat smaller return rather than impair the reputation that has taken many years to build up."

Randall's was opened back in 1930, a precarious time in our nation's history for it was shortly after the big stock market crash and a major economic depression was in the making. Hempstead, Long Island, some 30 miles from the heart of Manhattan in New York City, was then—as it still is—one of the more prominent towns in Nassau County but the area was a far cry from what it's like today.

At the time Nassau County was a countrified area, studded with estates, farms and long-time residents. The population then was about 300,000. Today most of the county is lined with development housing, having become a magnet since World War II of one of the greatest city-to-suburb population moves in the nation. It now boasts a residential population of more than a million and a quarter.

Although Randall's volume has grown tremendously since its inception, it has purposely not kept pace with the county's over-all growth because the firm still caters to the discerning, quality-minded customer. In fact, many of its original customers are still serviced by Mr. Taylor's firm.

The first few years—because the plant was depression-born — were difficult ones. Sales racked up on opening day came to the magnificent sum of $17, and of this a velvet dress accounted for $7.50. Opening prices were $1.50 and $1.75 for dresses . . . and this was during the days of 19-cent and 29-cent cleaning. It's obvious that Randall's started out as a one-grade de luxe service and it hasn't changed in all these years. Current prices are $2 for suits, $2.50 and up for dresses.

Besides the owner, four employees handled inside production and three routes accounted for 90 percent of the

After 30 years it offers only one thing: *top quality*

Then . . . 1930: Earliest photo of Randall's in Hempstead, Long Island, taken soon after plant opened. As is the case today, most of the volume came in through routes covering Nassau County

. . . and now 1959: Modernized building almost 30 years later has new front and addition in rear. Uniformed drivers typify professionalism of business built first and last on quality

"CLEANED" TROUSERS LOOK DINGY?

IT'S PROBABLY DIRTY SOLVENT!

When cleaned trousers look dull next to a coat that wasn't cleaned, you may lose a customer . . . all because of dirty solvent.

Keep solvent clean with Premium DARCO® . . . the super-activated carbon developed for modern cleaning systems . . . especially useful with light-colored soaps.

Daily dosage with Premium DARCO takes out color, fatty acid, soil. Premium DARCO reduces make-up of costly detergent . . . cuts filter cleanout work . . . practically eliminates distillation. Easy, accurate and clean to use in the one-pound power pack. Order Premium DARCO today from your distributor.

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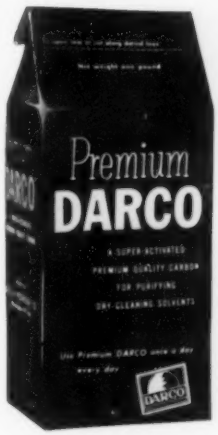

1930: Finishing department, although it did have mechanical presses, relied mainly on hand finishing. Much the same is true today. Note large ironing table at right

1959: Old-fashioned ironing table seen in photo above has long since been replaced by modern household press for slipcovers and draperies. These items are measured before and after cleaning for possible shrinkage

volume. The remainder was brought in to the office by the firm's customers. Unlike the modern call office, the reception room consisted of a plain table and a couple of chairs where owner and customers could sit around and chew the fat . . . a cozy setup that would be hard to find today.

The early years were indeed a struggle for Randall's. Particularly between 1930 and 1932, when the depression had sunk the country into a disastrous economic state, the firm wavered dangerously close to insolvency. But . . . call it idealism or what you will . . . management refused to sacrifice its top quality service. Although Randall's wanted more business, the owner preferred losing customers to the competition to being pressured into fast service. Garments brought into the plant or picked up by Randall's routemen took from three to four days and that was that. Struggle it might, but Randall's would rather build a deserved fine reputation than panic for the fast sale.

The original building measured approximately 40 by 80 feet, housing a drycleaning and wetcleaning setup in the same area. Major equipment included two washers, an extractor and a tumbler. There was no still. The wetcleaning paraphernalia consisted of a scrub table, four tubs and an extractor. Although the firm had one of the first air-driven three-unit presses on the market, all silks were finished by hand. As a matter of fact, some 90 percent of the dresses handled by Randall's today are still finished by hand.

Indicative of how business dragged the first three years was the work schedule of Alvie Shipley, a spotter who came to work at Randall's when the plant first opened and who is still there today. Mr. Shipley was generally able to clean up all his work in two or three days and had nothing left to do the remainder of the week. This forced partial inactivity was the cause of his leaving Randall's for a few years, but he returned later when business was far heavier.

Early customer solicitation was done entirely through driver-customer contact and by direct mail to the finest addresses in Nassau County . . . much the same as is done today. The north shore of Long Island, known then as the "Gold Coast" because of the many large estates dotting the area (and this hasn't changed too much in 30 years), was a prime target. Slowly but surely, courteous solicitation, good-looking direct-mail pieces and word-of-mouth recommendations based on top quality and satisfaction brought a definite shift in Randall's fortunes.

Between 1933 and 1935, the firm's volume had just about doubled. Although Randall's still maintained only three routes in 1935, each had greatly expanded in size and income. By 1938 the firm's volume had increased to the point where an addition was made to the original building to house a rug cleaning and storage operation and the basement area enlarged and modernized to incorporate a fur and garment storage vault.

The war years from 1941 through 1945 found Randall's in much the same boat as thousands of other drycleaners throughout the nation. Employees were difficult to come by, equipment was becoming obsolete and couldn't be replaced, and customers were often forced to wait up to three and four weeks for their garments.

Modernized in and out

Beginning shortly after the end of World War II, Mr. Taylor invested some $100,000 in a seven-year modernization program that achieved an almost complete change of the premises, both inside and outside. New equipment included three washers, four tumblers, an extractor and a still, two filters, eight sets of puff irons, three wool presses and six silk presses. Also revamped was the exterior facade of the building, to be more in keeping with modern architecture, and a parking area was added that is capable of handling up to 30 cars and trucks. Installed on the building roof was a solvent refrigeration unit.

A nice touch that the writer noticed personally was an outdoor picnic table and bench arrangement where the

Continued on page 47

Huebsch engineering creates another Huebsch FIRST!

NEW AUTOMATIC BACK-DRAFT DAMPER

Now standard equipment on HUEBSCH 37″ DRYERS

Another Huebsch exclusive! New automatic back-draft damper on exhaust duct prevents hot air and lint from blowing back into tumbler and room. Prevents back-draft from blowing out pilot light. Keeps surroundings cooler. Perfect for multiple dryer installations using common exhaust duct.

Plus these other
FAMOUS HUEBSCH FEATURES

- ★ **Only Huebsch offers 37″ dryers in three sizes: 37″ x 18″, 37″ x 24″, 37″ x 30″**
- ★ **Beautiful new modern design**
- ★ **Self-cleaning lint screen**
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- ★ **Easy-to-reach coin meter (optional equipment)**
- ★ **Easy-to-adjust feet for perfect leveling**

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For complete information, contact your Huebsch jobber, or write to . . .

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DOW | DRY CLEANING SOLVENT

You offer the finest dry cleaning service . . . you get the finest sales backing . . . with DOW-PER.

For Summer sales . . . the cylinder features expert care for wash-and-wear clothing, plus care of school clothing during vacation.

For Fall . . . woolens, Fall clothes and draperies are played up for expert cleaning. Your cylinder with its Winter sales message will follow.

Another sales builder from your DOW-PER distributor!

EYE-CATCHING NEW "CARE-OUSEL" DISPLAY FOR YOUR SHOP . . .

It lights up! It revolves!

Its selling message changes with the season!

Here is the liveliest point-of-sale display to date! It's the attractive "Care-Ousel" display . . . available now from your DOW-PER® distributor.

Use your "Care-Ousel" on the counter . . . stand it on the floor or in your window. It comes on an adjustable stand and can be raised to a height of six feet. Three different cylinders, each containing a seasonal sales message, will be supplied through the year.

Supply is limited. Call your DOW-PER distributor now and get your order in for this new, year-around sales builder . . . the "Care-Ousel."

SEE NEXT PAGE FOR DEALER LISTINGS

THE DOW CHEMICAL COMPANY · MIDLAND, MICHIGAN

DOW

DISTRIBUTORS OF DOW-PER

FOR THE NAME OF YOUR NEAREST DISTRIBUTOR OF DOW-PER CHECK THIS LIST

ALABAMA
BIRMINGHAM—F. H. Ross & Company
BIRMINGHAM—Wittichen Chemical Company
MOBILE—F. H. Ross & Company
MONTGOMERY—Wittichen Chemical Company

ARIZONA
PHOENIX—Western Chemical Company
TUCSON—Western Chemical Company

CALIFORNIA
LOS ANGELES—American Cleaners & Laundry Supply
LOS ANGELES—John P. Lynch Company
LOS ANGELES—Los Angeles Soap Company
SAN DIEGO—Buel Town Company
SAN FRANCISCO—John P. Lynch Company

COLORADO
DENVER—Carman & Company, Inc.
DENVER—Chemical Sales Company
DENVER—McKesson & Robbins, Inc.
GRAND JUNCTION—C. D. Smith Company, Chemical Division

CONNECTICUT
NEW HAVEN—H. Krevit & Company, Inc.
SHELTON—Axton-Cross Company
S. NORWALK—McKesson & Robbins, Inc. Merchants Chemical Branch

FLORIDA
JACKSONVILLE—F. H. Ross & Company
JACKSONVILLE—Morris & Eckels Company
MIAMI—Biscayne Chemical Laboratories, Inc.
ORLANDO—Atlantic Chemicals, Inc.
TAMPA—Atlantic Chemicals, Inc.

GEORGIA
ATLANTA—Boggs & Company, Inc.
ATLANTA—Morris & Eckels Company
ATLANTA—F. H. Ross & Company
COLUMBUS—F. H. Ross & Company
SAVANNAH—F. H. Ross & Company

IDAHO
BOISE—Van Waters & Rogers, Inc.

ILLINOIS
AURORA—River Valley Chemicals, Inc.
CHICAGO—Carman-Conley, Inc.
CHICAGO—General Cleaner Products Company
CHICAGO—Johnsons Solvents Company
CHICAGO—National Cleaners & Chemicals Mfg. Company
CHICAGO—W. H. Barber Chemical Co.
CHICAGO—W. C. Cook and Company
EFFINGHAM—Wabash Independent Oil Company
PEORIA—McKesson & Robbins, Inc.
ROCKFORD—Viking Chemical Company

INDIANA
ELKHART—Inland Chemical Corporation
EVANSVILLE—Chas. Leich & Company
FT. WAYNE—Hoosier Solvents & Chemicals Corporation
FT. WAYNE—Inland Chemical Corporation
INDIANAPOLIS—Carman-Conley, Inc.
INDIANAPOLIS—Hoosier Solvents & Chemicals Corporation
INDIANAPOLIS—Wm. Lynn Chemical Company
SOUTH BEND—Inland Chemical Corporation
SOUTH BEND—Stevens Company

IOWA
BETTENDORF—Barton-Naphtha Company
BURLINGTON—McKesson & Robbins, Inc.
CEDAR RAPIDS—McKesson & Robbins, Inc.
COUNCIL BLUFFS—Barton Solvents, Inc.
DES MOINES—Barton-Naphtha Corporation

KANSAS
TOPEKA—Reid Supply Company, Inc.
WICHITA—Campbell-Frazier Supply Company
WICHITA—Reid Supply Company, Inc.

KENTUCKY
LOUISVILLE—Dixie Solvents & Chemicals
LOUISVILLE—Gans Chemical & Supply Company
LOUISVILLE—McKesson & Robbins, Inc. Merchants Chemical Branch

LOUISIANA
NEW ORLEANS—Rudolph Ramelli, Inc.
NEW ORLEANS—Southern Solvents & Chemicals
SHREVEPORT—Rudolph Ramelli, Inc.

MAINE
LEWISTON—Polar Chemical Company

MARYLAND
BALTIMORE—Morris & Eckels Company

MASSACHUSETTS
BOSTON—Carman Mitchell Wing Company
HINGHAM—Stephen-Roger, Inc.
SPRINGFIELD—Chemical Corporation
SPRINGFIELD—Hampden Color & Chemical Co.
STONEHAM—Geo. Mann & Company

MICHIGAN
BATTLE CREEK—P. B. Gast & Sons Company
DETROIT—Eaton Chemical & Dyestuff
DETROIT—J. Levin & Sons Company
ESCANABA—Haviland Products Company
FLINT—Detroit Woolen Company
GRAND RAPIDS—Haviland Products Company
GRAND RAPIDS—P. B. Gast & Sons Company
KALAMAZOO—Haviland Products Company
LANSING—Wheaton Chemical Company
LUDINGTON—P. B. Gast & Sons Company
MUSKEGON—Marquette Chemical Company

MINNESOTA
MINNEAPOLIS—McKesson & Robbins, Inc. Merchants Chemical Branch
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MISSISSIPPI
JACKSON—F. H. Ross & Company

MISSOURI
KANSAS CITY—Campbell-Frazier Supply Company
KANSAS CITY—Sherwood & Company, Inc.
ST. LOUIS—G. S. Robins & Company
ST. LOUIS—Independent Oil Company

NEBRASKA
OMAHA—McKesson & Robbins, Inc.

NEW JERSEY
EAST PATERSON—Aetna Color & Chemical Co.
MURRAY HILL—American Mineral Spirits
NEWARK—National Oil & Supply Company
NEWARK—Poles Supply Company

NEW MEXICO
ALBUQUERQUE—Braun Corporation
ALBUQUERQUE—Edmunds Chemical Company
ALBUQUERQUE—Laun-Dry Supply Co.

NEW YORK
ALBANY—Morwhite Chemical Company
BUFFALO—Chemical Sales Corp.
GLENDALE—Kliegman Brothers, Inc.
LONG ISLAND CITY—C. C. Chemical Company (Peerless Oil & Chemical)
NEW YORK CITY—McKesson & Robbins, Inc. Merchants Chemical Branch
ROCHESTER—Chemical Sales Corporation
ROCHESTER—Rochester-Carman Supply Company
UTICA—Monarch Laboratories

NORTH CAROLINA
CHARLOTTE—Boggs & Company, Inc.
CHARLOTTE—F. H. Ross & Company
GREENSBORO—F. H. Ross & Company
RALEIGH—F. H. Ross & Company

OHIO
AKRON—Belenky, Inc.
CINCINNATI—Amsco Solvents & Chemicals
CINCINNATI—Carman Ohio Company, Inc.
CINCINNATI—McKesson & Robbins, Inc. Merchants Chemical Branch
CLEVELAND—Mathco Chemical Company
CLEVELAND—Ohio Solvents & Chemicals
COLUMBUS—Frank T. Carroll Company
COLUMBUS—McKesson & Robbins, Inc.
COLUMBUS—E. J. Thomas Company
DAYTON—Industrial Chemical Products
DAYTON—Mid-States Supplies, Inc.
LIMA—Thomson Chemical Company
TOLEDO—Louis Wasserstrom Company
YOUNGSTOWN—Rhiel Supply Company

OKLAHOMA
OKLAHOMA CITY—Empire Supply Company
TULSA—Chemical Products, Inc.

OREGON
PORTLAND—Osmund & Company
PORTLAND—Van Waters & Rogers, Inc.

PENNSYLVANIA
ERIE—Belco Supplies
ERIE—Monarch Laboratories
HARRISBURG—Howard Chemical & Supply Company
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McKEES ROCKS—Apex Soap & Sanitary Corporation
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PHILADELPHIA—James E. St. John Co.
PITTSBURGH—Carman Pittsburgh Company
PITTSBURGH—Ft. Pitt Chemical Company
SCRANTON—Scranton Chemical Company
WASHINGTON—Fairmont Machinery Company Fairmont Supply Co., Div.
YORK—Industrial Solvents & Chemicals Co.

RHODE ISLAND
PROVIDENCE—Geo. Mann & Company

SOUTH CAROLINA
COLUMBIA—F. H. Ross & Company
GREENVILLE—Boggs & Company, Inc.
GREENVILLE—F. H. Ross & Company

TENNESSEE
CHATTANOOGA—Chapman Chemical Company
KNOXVILLE—F. H. Ross & Company
MEMPHIS—Chapman Chemical Company
MEMPHIS—Ideal Chemical & Supply Co.
NASHVILLE—Wilson Sales Company

TEXAS
AMARILLO—State Chemical Company
AUSTIN—Austin Supply Company
AUSTIN—R. M. Hughes Company, Inc.
BEAUMONT—Arthur Dooley & Son
DALLAS—Dallas Tailor & Laundry Supply Co.
DALLAS—Southern Cleaners & Laundry
EL PASO—Laundry Supply Co., Inc.
HOUSTON—Dixie Chemical Co.
HOUSTON—Houston Solvent Company
HOUSTON—R. M. Hughes Company, Inc.
HOUSTON—McKesson & Robbins, Inc., Texas Chemical Division
HOUSTON—Texas Solvents & Chemical Co.
LUBBOCK—State Chemical Company
MIDLAND—State Chemical Company
SAN ANTONIO—R. M. Hughes Company, Inc.
SAN ANTONIO—McKesson & Robbins, Inc., Texas Chemical Division

UTAH
SALT LAKE CITY—Van Waters & Rogers

VIRGINIA
ALEXANDRIA—Morris & Eckels Company
NORFOLK—Rhodes & Jordan Division Sterling Supply Co.
ROANOKE—Havnaer Supply Company

WASHINGTON
SEATTLE—Van Waters & Rogers, Inc.
SPOKANE—Van Waters & Rogers, Inc.

WEST VIRGINIA
CHARLESTON—B. Preiser & Company

WISCONSIN
BUTLER—Carman-Conley, Inc.
CHIPPEWA FALLS—Lyons Chemical, Inc.
LACROSSE—North Central Chemicals
MADISON—North Central Chemicals
MILWAUKEE—Badger Chemical Company
MILWAUKEE—McKesson & Robbins, Inc. Merchants Chemical Branch

THE DOW CHEMICAL COMPANY · MIDLAND, MICHIGAN

Spotter Alvie Shipley is oldest employee at Randall's. He was employed there when plant opened up in 1930, is expert in his field

Quality is evident in finishing of men's trousers; employee hand-finishes pockets and waistbands to produce better shape

Owner Bill Taylor is shown inspecting trousers purposely hung from waistline before delivery to facilitate inspecting and prevent creases

Inspection is important operation at Randall's, in keeping with its reputation for top quality. Every portion of every garment is closely scrutinized

Continued from page 42

employees have their lunch during the summertime. Although the plant is satisfactorily cooled by a number of strategically placed and powerful fans, the outdoor luncheon area is a most welcome addition, so far as the employees are concerned.

Today the bulk of Randall's business still comes in through its four routes to all of Nassau County and part of outlying Suffolk County as far as Huntington, Long Island. The longest route extends some 35 to 40 miles from the plant—as the crow flies. The business has also grown to the extent where the firm employs close to 30 employees, including route salesmen.

Packaging is a prime consideration at Randall's. Every garment is packaged individually—never two or more on a hanger. This not only prevents the drivers from making delivery errors but helps keep garments in better shape. All are placed in individual bags. Men's suits, their sleeves stuffed with tissue paper, are hung on wooden hangers that cost Randall's 19 cents apiece.

Women's dresses are placed on metal hangers with twin sets of paper capes—one on the hanger itself and the other over the dress. Evidence that Randall's hangers really get around is noted in a story from one of the firm's customers. This particular customer once stopped at a hotel in Berne, Switzerland, and upon opening the closet door to hang up some garments, found three hangers from Randall's inside. The customer took a great deal of pleasure relating that incident to Randall's routeman.

Classification of garments comes in for important attention, with work loads broken down into five or more categories. Pastel colors are separated from the darker shades and, even among the darks, reds and browns are not run together with navy blues or blacks. Further separation is made between wools and silks. In addition, taffetas, lace dresses and other fancy garments are separated and practically cleaned by hand, as are many knit garments. Sweaters and knit dresses are not tumbled following cleaning, but are hung to dry to avoid mechanical action and help keep their shapes. The firm also does a tremendous amount of prespotting and its wet-cleaning is still quite substantial.

Further indicative of its quality standards is the hand-carding of blankets. Bindings of blankets are hand-pressed before the items are put into cedarized bags for delivery and home storage. All slipcovers are measured before and after cleaning to make sure that no shrinkage has occurred. Storm garments, whether or not the customer requests it, get a water-repellent treatment as part of Randall's one-grade de luxe service.

Garments ready for wear

Where the average drycleaning plant will employ one seamstress to each six finishers, Randall's uses two seamstresses for every half-dozen finishers. Necessary repairs are made free of charge, and all buttons that would be difficult to replace are removed before cleaning and replaced before delivery. All buttons are guaranteed and should any become damaged while in Randall's care, they are matched and replaced. Occasionally Mr. Taylor has spent hours in various department stores searching for buttons as replacements.

It's obvious that a major reason for Randall's high quality service is the number of jobs done there by hand which would be handled by machine in the average drycleaning establishment. Special pains are taken with wedding gowns which, packaged in attractive long-life boxes, are priced from $18 to $35.

As we mentioned earlier, the clue to Randall's approach is Mr. Taylor's statement that he could earn a higher profit if he wanted to, but he refuses to sacrifice a solid reputation built on quality. That has been the case for 30 years and we venture to say it will be so 30 years from now. # #

Let's Face Facts!

You'll **Make It or Lose It** with Your Cleaning Quality!

Your only competition is another Manitowoc owner!

A BIG, BIG trade-in allowance for your present equipment!

Stop losing money with your present equipment — switch to modern Manitowoc!

You can't compete in price, quality or service with yesterday's equipment!

You can offer *both* the best quality *and* the fastest service in your city!

It's better to own a Manitowoc than to compete against one!

Most Modern features in today's most modern units!

Meet and *beat* any price competition and still stay in business!

Trade-In your cleaning headaches now!

with this ALL-NEW MANITOWOC

No One Can Match Your Quality!

50-55 LB. CAP. 2-BATH PERCHLOR
150 LBS. PER HR. AND OVER

- HEAVY CAPACITY, HIGHLY EFFICIENT SOLVENT COOLERS
- NO MORE BURNED OUT MOTORS WITH SMOOTH FLUID DRIVE
- DELUXE TUBULAR FILTERS . . . FINEST MADE TODAY
- BUILT-IN, DIVIDED STORAGE TANKS SAVE SPACE . . . INCLUDE HANDY SLUDGE AGITATORS
- TRUE 2-BATH CLEANING WITH EXCLUSIVE DIVERTI-FLO
- UNITIZED DESIGN ALLOWS INSTALLATION ANYWHERE
- LARGEST 36" x 38" RECOVERY TUMBLER INCLUDED AT NO EXTRA COST
- 40 GPH "NO-SURGE-OVER" STILL*
- MAINTENANCE-FREE COPPER TUBING USED THROUGHOUT
- FULLY AUTOMATIC AIR CONTROLS
- OVER 94% SOLVENT RETURN WITH "EXTRA-DRY"** MUCK EXTRACTION PROCESS
- 4-WAY VALVES FOR FAST, EASY BACKWASHING
- RUGGED DODGE TORQUE ARM DRIVE ON RECOVERY TUMBLER ALWAYS RUNS TRUE, WITHOUT VIBRATION
- BIG SELF-ALIGNING DOOR CAN'T LEAK . . . HAS AUTOMATIC BRAKE
- HEAVY-DUTY CENTRIFUGAL PUMPS HANDLE HUGE VOLUME OF SOLVENT

*Pat. Pend. **Pat. App. for

M N T W C

PASTE ON POSTCARD AND *Mail Today!*

Tumblers

Filters

A Complete Line of DRY CLEANING and FINISHING SYSTEMS

Stills

Spotting and Finishing Equipment

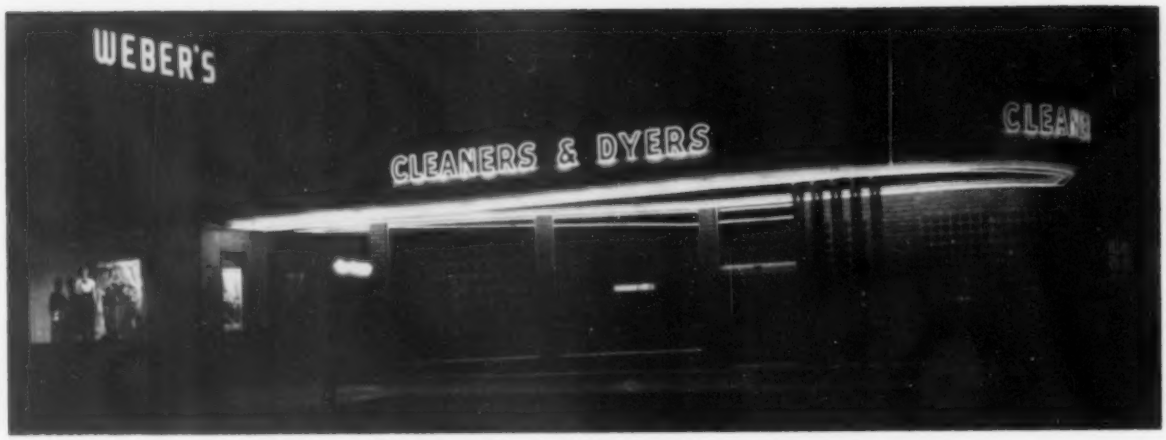
Dry Cleaning Systems

MANITOWOC ENGINEERING CORP. *(A subsidiary of The Manitowoc Company, Inc.)*
MANITOWOC, WISCONSIN • **Dept. MS-2**

Send more information on the following:

- ☐ NEW 50-55 lb. 2-bath Perc unit
- ☐ 35-40 lb. 2-bath Perc machines
- ☐ 70-80 lb. 2-bath Perc unit
- ☐ Single bath machines
- ☐ Tumblers
- ☐ Filters
- ☐ Stills

Name .....
Company .....
Address .....
City ..... Zone ..... State .....



Generous use of tube lighting, silhouette signs add to nighttime attractiveness of this plant

How To Plan Your Outdoor Lighting

By **JOSEPH McCABE**

Weatherproof fixtures, proper wiring add to installation life

PRESENT-DAY TRENDS to more and more outdoor living have contributed greatly to a heavy traffic in summer and sportswear. Many people want and enjoy the opportunities to shop and deliver or pick up their drycleaning at night. As a result there is a growing use of outdoor lighting around drive-in drycleaning establishments. This lighting is not confined to parking area illumination alone but instead is used to make the most of a store front.

Some establishments are experimenting with small outdoor planting

Continued on page 54

TABLE I — Summary Data on Experimental Gardens

	Area Square Feet	Lumens/ Square Foot	fL Range (Excluding highlights)	fL Range (Highlights only)	Approx. List Price Equipment and Lamps	Total Items Equipment and Lamps	Approx. Wiring*— List Price	Total Watts	Watts/ Square Foot
Total garden including terrace	1750	5.6	.004 - 4	8 - 80**	$145.00	56	$48.00	1125	.65
Terrace only	130	13.5	2.5 - 8	Bubbles Green: 3 Red: 18 Yellow: 60	36.00	8	existing outlets	235	2.00
Shady hilltop	600	6.9	.003 - 4	10 - 80†	28.00	6	38.00 should be underground	325	.54
Shady hilltop	525	7.1	.02 - 2.5	9 - 30‡	83.00	17	42.00	490	.90
Garden, house and flagstone area	375	20.4	no data	no data	60.00	14	in house cost	615	1.60
Foreground: outdoor area	450	3	.02 - 5	10 - 30	16.00	6	16.50	450	1.00
Background	400	4.5	.01 - 3	10 - 20	22.00	6	9.00	525	1.30

*Based on the use of weatherproof power outlet extensions, supplied with heavy-duty 16 SJ wire with molded 3-wire plugs and with one or two gang boxes with duplex heavy-duty, grounded 3-wire receptacles, 15 A-125V. Standard wire lengths, 10, 25 or 50 feet.

**Small leaves.

†Bark nearest reflector.

‡Openings in lantern grilles.

CALED SIZINGS

bring back life, snap and body to garments

. . . bring customers back too!

Crisp and full-bodied, as well as clean, that's how your customers get their clothes back from your plant—when you give them the big extra of CALED CAL-SIZE or DRY-CAL-SIZE. The More Customers You Bring Back, The More Money You Make! Satisfied customers always come back for more. *Really satisfy your customers* by finishing their garments right . . . with CALED CAL-SIZE or DRY-CAL-SIZE. Do The Job Right! CAL-SIZE and DRY-CAL-SIZE give old and tired garments that new and alive appearance, full of snap and full body. Do The Job Easy! No sticking to the iron or press. Stock solutions never turn sour or rancid, and can be re-used time after time. Do your finest sizing with the industry's finest sizings—CALED CAL-SIZE and CALED DRY-CAL-SIZE.

Caled Products Co., Inc., Brentwood, Maryland

FORD SWEEPS ECONOMY

Beats all other '59 pickups

...25.2% more miles per gallon!

All tests conducted and results

CERTIFIED

by America's foremost independent automotive research organization*

*NAME AVAILABLE ON REQUEST.

Send inquiry to: P. O. Box 2687
Ford Division, Ford Motor Company
Detroit 31, Michigan

Go FORD-WARD for Savings

SHOWDOWN U.S.A.

Certified tests proved it—one day's driving in every five gas free!

25.2 per cent! That's the economy edge Ford scored over the average of all other six-cylinder, ½-ton pickups! The nation's leading independent automotive research firm *certified* it in the greatest truck-economy test ever made!

In *every* test—low speeds, high speeds, city traffic—Fords delivered greater miles per gallon than any other leading make! An over-all advantage of 25.2% better than the average! And this figure translates into *big* savings! It means five days' driving on four days' gas . . . 25 gas-free miles for every 100 miles driven! And in an average year's driving of 10,000 miles—2,500 extra miles!

The certified record is at your Ford Dealer's. Stop by and learn how much a '59 Ford can save for *you!*

***FIRST** at a constant 30 m.p.h.!* All leading makes got relatively good mileage at this moderate speed—but Ford led all the others by an average of 20.2% better gas mileage!

***FIRST** at a constant 45 m.p.h.!* Ford still held the lead at normal highway speed! Once again, Ford topped all competitive makes by an average of 20% better gas mileage!

***FIRST** at a constant 60 m.p.h.!* At higher speeds, gas mileages tumbled about 40% for all makes, but here again, Ford led all the rest . . . with 22.1% better mileage! Moral: If you *must* stomp on the gas, it will cost less in a Ford!

***FIRST** in stop-go driving!* Here's where all makes scored their lowest—start and stop, over and over again—the kind of driving a milkman does. And Ford averaged 24% more miles to the gallon!

***FIRST** in city driving!* This test was perhaps the most significant of all because it most closely matched actual on-the-job driving conditions—a balanced mixture of moderate, steady speeds and stop-and-go. And here Ford led by an amazing 42%!

***FIRST** over-all* . . . winning *all* tests . . . against *all* trucks . . . with a combined average advantage of 25.2%!

FORD TRUCKS COST LESS

LESS TO OWN . . . LESS TO RUN . . . LAST LONGER, TOO!

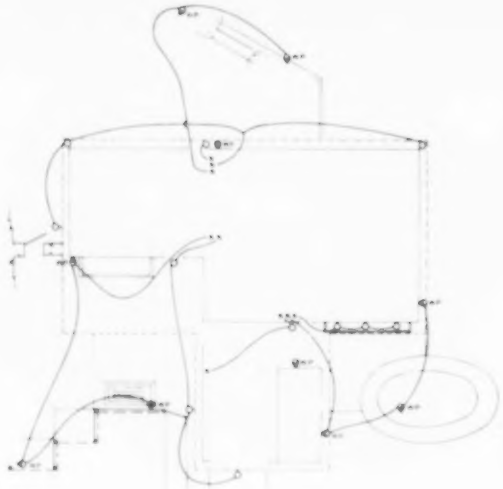


Fig. 1. This outdoor wiring layout represents realistic and long-range economy planning and affords convenient indoor control

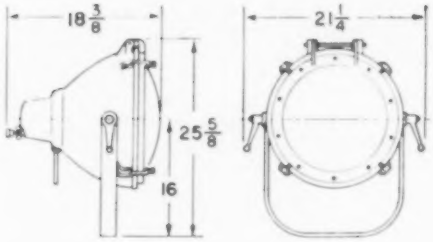
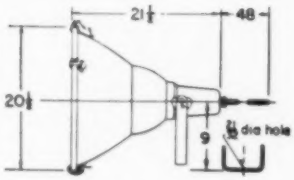


Fig. 2. (right) is general-purpose floodlight. **Fig. 3** (above) heavy-duty weatherproofed floodlight



Continued from page 50

areas and lighting them up so they look like a postcard view. We believe this is a coming thing and ties in strongly with the indoor-outdoor living pattern. Glass panels and window fronts permit any plantings or decorative shrubs to appear as part and parcel of the store's decorations.

Plants or living materials used outdoors should be carefully selected for the particular part they are to play. Trees, because of their size, are usually held to be the dominant plant in the landscape, and are often featured as specimens by proper outdoor lighting. They are also used to give scale, to produce a "ceiling" and a skyline, and to provide shade. Among the characteristics of a tree which the landscape architect uses in his design, each to be considered in the lighting, are form or branching habit, texture, color, seasonal changes in foliage and flowering and fruiting effects.

Shrubs represent varying degrees in scale and may serve some of the same functions as trees. They may be used as specimens, grouped in combinations or in masses, clipped to form hedges, or trained as wall shrubs. Vines, occupying very little ground space, add interesting details of form, texture and color. Ground covers are used for producing pattern on the ground, and in combination with trees and shrubs. Sometimes they are used instead of grass to control soil on steep slopes or banks, or in areas where grasses cannot be established because of shade or other factors.

Before the principles of garden lighting can be discussed, just as before any equipment can be installed, the wiring must be planned with safety and electrical supply in mind. In the planning stage of new drycleaning plants it is shortsighted not to specify a complete and realistic wiring plan for extended outdoor lighting—permanent and serviceably controlled. Even when the grounds plan has not been decided upon, a study of the plot plan and a fair understanding of plant-and-grounds design will enable the lighting specialist to make reasonable "guess-timates" on the location of outlets away from the plant.

Figure 1 shows an outdoor wiring plan for a plant-and-grounds plan. Each of the 11 lighting outlets has a specific protective, safety-in-circulation or decorative ground lighting purpose. Underground wiring to convenience outlets away from the plant is necessary to avoid surface wiring across the ground. The two outlets without switch control are for outdoor power equipment. Each of the three areas is separately switch-controlled from its coordinated area.

In regard to safe, dependable wiring for existing areas there is evidently a need for a more specific suggestion than "weatherproof" equipment. Available surface extension sets described in the footnote to Table 1 are preferred. The three-wire grounded type is recommended and is in keeping with the present trend.

When wire runs exceed 50 feet, some voltage drop may be expected, although this is not serious up to 100 feet. Molded weatherproof extension cords to jump from the receptacles to the equipment are difficult to purchase. Consequently the user is forced to buy more receptacles and cord sets than would be necessary if manufacturers were to supply equipment in the added choice of 15- or 25-foot cords. Unfortunately, equipment is generally supplied with only 6- or 10-foot cords.

When three-way molded plugs are needed, they should be taped or wrapped tightly in waterproof, nonflammable plastic to waterseal unused outlets.

Table I gives guiding data for a modest lighting of plant and grounds. It summarizes detailed information with respect to both the lighting and the dollars involved in the application examples.

Table I material involves plant lighting fixtures and not building floodlights. The three most commonly used building lighting fixtures are the sign and building fluorescent design, the general-purpose and the heavy-duty floodlights.

The fluorescent design is exactly like the fluorescent light we use indoors except that it is housed in spe-

Continued on page 76

On the trail...

for tough oil-base stains

Hunting for a way to bring down your spotting costs? Just ask your jobber to shoot you a bottle, a case or a carload of *TarGo*. You'll rate *TarGo* as trophy game for its double-barrel action . . . the way it gets to the heart of toughest stains, breaks 'em up so fast and easy. But, for best results, don't mount *TarGo* over the mantel – *use it*. Use it as a lipstick remover. Use it as a ball pen ink remover. Use it as an oxidized oil remover. In fact, use *TarGo* for *all* oil-base stains.

TarGo *is a better product because it's made by WILSON, house of stain removal specialists*

A. L. WILSON CHEMICAL CO.
KEARNY, NEW JERSEY

Stain Removers are our only business

Nothing passes the scrutinizing eye of plantowner Betty Corwin in her quality control plan of garment inspection

Scores posted on company bulletin board stress fact that inspection is vital part of plant operation

For a long time Corwin Cleaners, operated by Betty Corwin, her husband, Bob, and his brother, Charles, has used television and radio advertising in the Des Moines area to sell the point that every garment is triple-inspected before delivery to the customer.

The plant has done a superb job of showing the public how every garment is inspected under the personal supervision of Betty Corwin. This in itself is an excellent way to motivate the housewife and rid her of her fears about a drycleaner whom she doesn't see or know.

Film strips showing Mrs. Corwin examining garments are used weekly on the television commercials. Weekly newspaper advertisements featuring a column entitled "Tips by Betty" sell the fact that no garment leaves the plant unless it has her final approval.

The plant spends over 5 percent of gross sales on advertising prepared by an outside agency. Advertising that not only builds prestige and business—but stresses the importance of garment inspection before delivery to the customer.

Owner Inspection Assures Quality Control

Plan reduces source of many customer gripes

By HARRY YEATES

HOW MANY drycleaners have been faced with an irate customer who swears she'll never bring her clothes to the plant again because the work was completely inadequate?

Customer complaints can be easily eliminated if certain precautions are taken before the finished garment leaves the plant. This means applying some method of quality control that is as much a plant routine as marking, spotting, cleaning or finishing the garment. A simplified system used at Corwin Cleaners, Des Moines, Iowa, fits this specification to a T.

Each day co-owner Betty Corwin selects 100 garments at random and

Continued on page 60

SHELL SOL 360 and 36

designed exclusively for dry cleaners

low odor... low cost... reduced tumbler time

1. Cut tumbling time up to 50%.
2. Avoid adverse effects of high tumbler temperature without sacrificing production.
3. Eliminate residual odor problems.
4. Meet all Stoddard Solvent specifications.

Approved by the National Institute of Dry Cleaning and Underwriters Re-Examination Service.

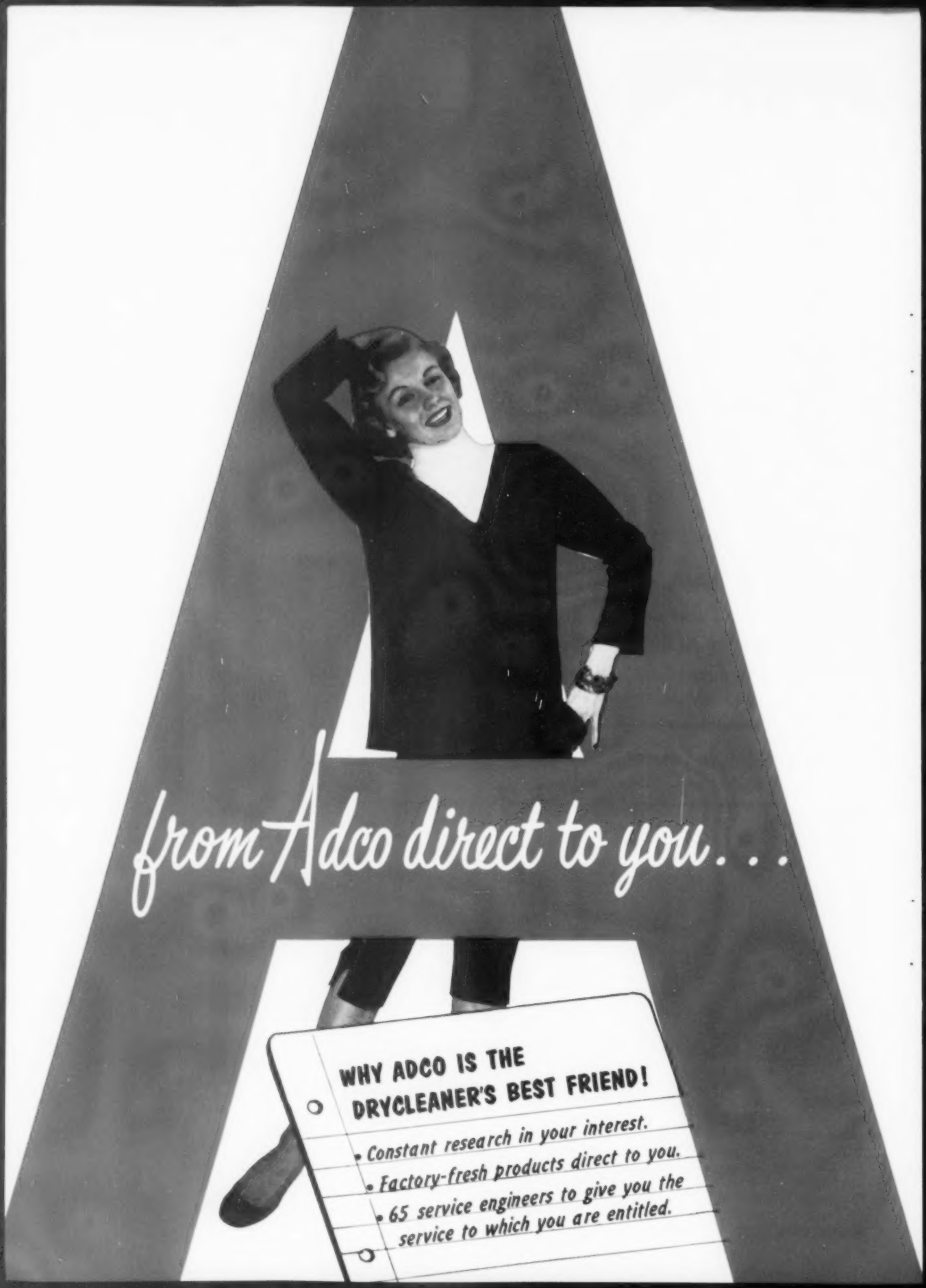
OTHER DEPENDABLE SOLVENTS

SHELL SOL 105	SHELL SOL 140 and 14
Regular Stoddard Solvent	where 140° F. flash point is required

SHELL OIL COMPANY

50 WEST 50th STREET, NEW YORK 20, NEW YORK
100 BUSH STREET, SAN FRANCISCO 6, CALIFORNIA

SHELL


from Adco direct to you...
WHY ADCO IS THE
DRYCLEANER'S BEST FRIEND!
• Constant research in your interest.
• Factory-fresh products direct to you.
• 65 service engineers to give you the service to which you are entitled.

XXX

TRIPLE-X DRI-SHEEN by Adco

TRIPLE X MEANS:

NO RINSING

NO DISTILLATION

NO DETERGENT LOSS

WHEN USED WITH KLEEN-ADCO'S SUPER ACTIVATED CARBON

The great new charge soap that has won over to its exclusive use thousands of the nation's finest dry cleaners, because TRIPLE XXX DRI-SHEEN used with KLEEN, Adco's Super Activated Carbon, *eliminates the need for rinsing or distillation . . . and without detergent loss!*

Adco, INC. SEDALIA, MO., U.S.A. Manufacturing Chemists since 1908

Continued from page 56

rates the total number on a quality control sheet. Inspectors in the plant are paid a weekly bonus on the basis of the ratings.

Two inspectors examine garments before they are assembled and bagged. Garments to be rated are selected either at the beginning or end of a lot and at various hours each day. Both silks and wools are included in the group.

"It's best never to let the inspectors know when you're going to rate their work—or which garments you'll select," commented Mrs. Corwin. Otherwise, inspectors are liable to take special care if they know exactly which garments will be rated.

The quality control sheets prepared by the plant are broken down into four basic classifications. These are general inspection of the garment, cleaning and spotting, pressing, and sewing. In all, 16 specific factors are used as a basis for the merit rating on the total number of garments.

Starting with a basis of 100 points, each garment is rated a minus-1 if and when any of the 16 factors are discovered during the inspection.

A cash bonus plan has been set up for each inspector in the plant. The following schedule is based on the total number of points gained each day:

96-100 points	$5.00 a week bonus for each inspector
91- 96 points	$2.50 a week bonus for each inspector

If the inspection rating falls below 91 points no bonus is paid out to the inspector that week.

Mrs. Corwin grades each factor on the quality control sheet with a minus-1 point rather than use various degrees such as minus 2 points for seam impressions, 3 points for spots, 4 points for missing buttons, etc. With a uniform scale of rating, each factor is as important as the next one. Without a consistent rating system it is felt that inspectors would concentrate primarily on factors with the highest rating count.

Production employees in the finishing department operate on a point-count system based on the number of pieces completed. Their scores are posted daily on a bulletin board in the plant. To make the inspectors feel they are a vital part of the over-all operation, their bonus points are also posted on the board.

A petroleum cleaning machine is used at the main plant to process dry-cleaning from the 12 routes operated by Corwin Cleaners. Another cleaning plant a block away processes work for the firm's branch stores located around the city.

Corwin Cleaners

QUALITY CONTROL RATINGS

Valuations based on inspection of 100 garments (silks & wools)

—1 POINT FOR EACH FACTOR

Work Center #1 **Work Center #2**

(Circle appropriate inspection station)

Classification	Factor
1. GENERAL inspection of the garment	*a. Garment seems to be 'limp' and lacks 'body'* *b. Color seems dull or grayed* *c. Lint or loose threads* *d. Zippers, top buttons not closed*
2. CLEANING AND SPOTTING	*a. Spots, stains, rings or odor* *b. Dirt in cuffs or pockets* *c. Underarm rings or soil* *d. Number of 'spot tickets' used*
3. PRESSING	*a. Seam impressions or shine* *b. Double creases, wrinkles, uneven hemlines, press lines or marks* *c. Linings not pressed* *d. Pin tag impressions*
4. SEWING	*a. Missing or broken buttons* *b. Loose buttons or shoulder pads* *c. Open seams, rips, tears* *d. Open belt loops, cuffs not tacked*

Total Points Earned _____

Employee's name _____

Date _____

REMARKS: _____

Inspectors compete

To keep a spirit of competition going between inspectors at both plants, intergroup contests are frequently sponsored to show which inspectors produce the highest number of points. Inspection points are referred to on the rating sheet as Work Center #1 or #2. Mrs. Corwin inspects garments from both plants on a routine basis every day.

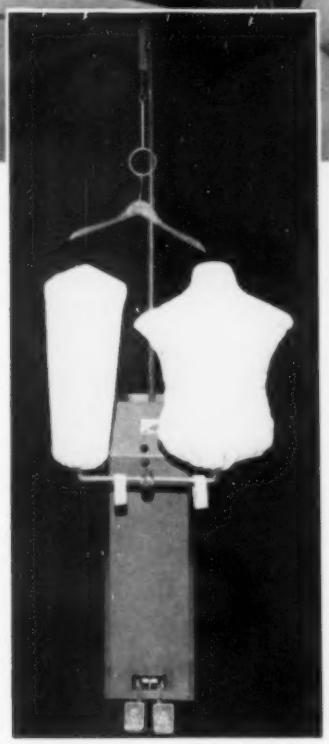
Until last fall Corwin's did not follow a written formula for inspection of garments, nor was a cash bonus paid to the inspectors. However, garment inspection has always been a big selling point in the plant's advertising program.

When the quality control plan was installed the plantowners told the inspectors — and all employees — how the rating system worked. A two-week trial run helped boost efficiency throughout the whole organization.

It has been noted that the biggest number of rejects are for minor repairs such as loose buttons, etc. This low percentage is due in part to the fact that the plant employs all women finishers who are extremely conscious of detail.

Quality control starts like a propaganda campaign, said Mrs. Corwin. Employees must be taught that nothing is sent out unless it is perfect. Quality control at Corwin Cleaners starts in the cleaning room and is completed when the garment has passed the test of a meticulous final inspection. # #

WASH 'N WEAR fabrics—a breeze with Cindy Lou



You can get this extra business with CINDY LOU...

Cindy Lou — UNITED'S revolutionary new finishing machine for sweaters, blouses, dress tops, jackets and rolled sleeves — enables you to *truly fulfill* the industry slogan, "Wash 'n Wear Needs Professional Care!" No other similar piece of equipment can compare with its high quality work. Here's why—

Cindy Lou finishes from the *inside* out and returns the garment to its like-new, soft appearance. That "pressed down", hard finish is eliminated—and there's *no shine!*

And, Cindy Lou does more than seasonal wash 'n wear work. It's a high production machine for year 'round profits on *all* fabrics. Only two square feet of floor space is needed. For complete information, see or call your nearest UNITED dealer or write us direct.

This is the CINDY LOU combination sweater and sleeve finishing machine. Cindy Lou is also available as a single sweater or single sleever.

VALVE MANUFACTURERS FOR OVER HALF A CENTURY

ANOTHER QUALITY PRODUCT FROM UNITED

C-2

UNITED BRASS WORKS, INC. • Randleman, North Carolina • Phone 7610

Huge sign dramatizes unique drycleaning service offered by the plant

Customers like the personalized method of inserting their keys in the dial unit

Key Club Woos New Customers

Unique merchandising program launches plant

By HARRY YEATES

THOUSANDS of people join some type of club, lodge or fraternity every year. Almost everyone likes the feeling of belonging that these organizations offer. Membership cards, pass keys, etc., help identify the individual as one of the group.

This great American trait of "belonging" was used as a sales tool to merchandise Key Club Cleaners, East Hazelcrest, Illinois, early last December. Plantowner Vern Panega promotes a personalized drycleaning service by offering a key, free of charge, to new customers. The key is registered in the customer's name and it's his to keep.

The key activates the electric power on the dial machine connected to two automatic storage conveyors. The dial unit is mounted on a mirrored wall just inside the front entrance. This makes it convenient for people to select their own orders if they choose.

The service scores a hit with new customers for several reasons:

1. It gives the impression of a private club designed exclusively for them.

2. The membership idea stresses a personal contact between the customer and the plantowner.

The key club promotion also has advantages for the plantowner. It gives him an unusual sales pitch when customers stop in for the first time. And it affords an accurate follow-up on how often people are using drycleaning service.

The basis for the merchandising plan is a key rack labeled with letters of the alphabet from A through Z. The rack was mounted on the wall behind the counters. Keys are numbered from 1 to 200 in each letter of the alphabet. The plantowner bought 5,000 keys plus the rack for approximately $200. The rack is clearly labeled "Keys for New Members."

A key is inserted in the dial machine on the wall of the call office. The dial is turned clockwise to the appropriate key number. This corresponds to the garment number on the conveyor. A flick of the switch starts the motor automatically moving the garment to the conveyor front.

Garment invoices are filed alphabetically in a visual flip file on the counter. Customers operate the dial machine with their keys after the counter girl looks up the corresponding invoice number. If a customer has forgotten his key (the plantowner suggests that it be carried on a key ring) the counter girl checks the invoice number and activates the conveyor rack by pushing a button on the front of the units.

A membership card is filled out for

first aid for garments

HYGIENE

highly concentrated charge

Cleans garments practically to hospital standards of sanitation . . . satisfies today's discriminating customers. Saves you money, too! High efficiency of Hygiene lets you use less charge.

and the way to keep your Hygiene bath at its best

is PREMIUM DARCO®

. . . the super-activated carbon developed for modern charged systems using high-powered detergents.

Ask your Nu-Pro distributor about Hygiene—and about Premium DARCO.

NU-PRO MFG. CO., 2918 Washington Ave., St. Louis 3, Mo.

DARCO—REG. TRADEMARK, ATLAS POWDER COMPANY

HERE'S THE SOLVENT THAT'S

3-WAYS BETTER!

• LOW ODOR • FAST EVAPORATION • HIGH FLASH

ESPESOL DriRex®

EXCEEDS

ALL STODDARD SPECIFICATIONS!

• **EVAPORATION** Over twice as fast as regular Stoddard solvent

• **ODOR** Extremely low • **FLASH POINT** 100° F plus • **COLOR** Crystal Clear

• **APPROVED** by National Institute of Drycleaning

Cleaners everywhere are turning to new Espesol DriRex, the solvent that gives them "3-ways superior" performance—extremely low odor, super-fast evaporation, and high flash point! Yes, DriRex exceeds Stoddard specifications *in all ways!* Ask your solvent distributor today how DriRex can help increase your profits—give you better satisfied customers.

OTHER ESPESOL SOLVENTS

ESPESOL 300 • Regular Stoddard Solvent **ESPESOL 350** • 140° F. flash point

ESPESOL 320 • Regular Stoddard Solvent where high flash point required

ESPECO

If your distributor does not handle DriRex, write directly for complete information.

Eastern States Petroleum & Chemical Corporation

Eastern States Petroleum and Chemical Corporation
P. O. Box 5008 NCD-859
Houston 12, Texas
Please send additional information on Espesol DriRex.

Name_____
Title_____
Company_____
Address_____
City_____ Zone____ State____

Post Office Box 5008—Houston 12, Texas—Phone WAlnut 3-1651
Chicago Office: 1011 Lake St., Oak Park, Illinois, Phone VIllage 8-5410
New York Office: 10 Rockefeller Plaza, New York, Phone CIrcle 7-2520
Cleveland Office: 20800 Center Ridge Rd., Cleveland, Ohio, Phone EDison 3-0188
Louisville Office: 4th and Broadway St., Louisville, Ky., Phone JUniper 3-7634
Atlanta Office: 3121 Maple Drive, N.E., Phone CEdar 3-3227
Los Angeles Office: 110 S. Euclid, Pasadena, Phone RYan 1-0278

U. S. Terminals:
Houston, Texas • Chicago, Illinois • East Liverpool, Ohio
Madison, Indiana • Brownsville, Texas • Savannah, Georgia
Carteret, New Jersey • Los Angeles, California

European Terminals:
Dordrecht (Rotterdam), Netherlands • Livorno (Leghorn), Italy

Keys are filed alphabetically on wall rack behind counters

Membership card which doubles as a customer control file is kept up to date each week by counter personnel

Cleaning department is equipped with 50-pound synthetic washer-extractor

each new customer. This is, in effect, the customer control record. The name, address and key number of each customer are recorded on the index card. The card is imprinted so that a record can be kept of customer usage. Invoices are tabulated and the information recorded by the counter girl each week. Shirt service and family laundry bundles are farmed out on a wholesale basis. However, frequency of usage for these services is also scored on the control card.

Cards are filed alphabetically by customer. Each card is tagged with a colored clip. The color tells at a moment's glance whether a customer is bringing in drycleaning on a weekly, semimonthly or monthly basis. A follow-up card is mailed to people who have not used plant facilities for a one-month period. Thank-you cards are mailed out once a month to regular accounts.

A four-page mailing piece announcing the opening of the new plant was mailed to some 10,000 families within a three-to-four-mile radius of the plant. The plant is located in a small shopping center in a medium-to-upper-income community on the south side of Chicago.

The direct-mail piece called attention to the fact that gifts such as bicycles, clocks and household items would be raffled off. The drawing was held at the end of the opening-week celebration. The mailer also offered a 33 percent discount on drycleaning for a two-week period. Glassware was distributed to everyone who brought one dollar's worth of cleaning to the plant. An outside source was hired to help the plantowner plan the opening promotion.

Quarter-page newspaper advertisements were run in local newspapers calling attention to the new plant. Another mailing piece offered free cleaning of one sweater to anyone who stopped at the plant.

Key Club Cleaners operates with a manager who doubles as cleaning man, a wool finisher, a silk finisher, two counter girls and a part-time alteration woman. Equipment includes a 50-pound synthetic washer-extractor, a 50-pound drier, one automatic silk finishing unit and two wool finishing units. The automatic garment storage conveyors hold about 750 garments. Over-all dimensions of the plant are 35 by 120 feet.

Several points are stressed by the plantowner to assure customers of quality work. Incoming garments are transported to the cleaning machine on hangers rather than in hampers. Finished garments are packaged in blue polyethylene bags. Blue tissue paper is stuffed in the sleeves and around the neck of all men's and ladies' suits. Base price for a man's suit or lady's dress is $1.35.

Nice place to visit

Customers are invited to step behind the counters to see the plant in operation. Walls are painted light yellow throughout. The finishing units are a deep shade of blue to contrast with the walls. The storage conveyors are painted bronze and counters are of a light blue Formica. Asphalt-square flooring was installed before the plant opened.

A Formica curtain wall separates the counter area from the production department. Fluorescent lighting was installed under sheets of plastic luminous grid material in the call office. This lowers the ceiling and affords plenty of illumination at all times.

An electric sign on the curtain wall flips like pages in a book calling attention to various services offered by the plant.

The exterior display sign—designed appropriately with a huge key—symbolizes the techniques of an aggressive plantowner who believes that drycleaning should be merchandised like any other product or service. # #

Keep Your Customers Happy? Fine!

Ample parking space outside attractive main plant makes it easy for cash-carry customers to use this firm

But Employees Are Important, Too

Good relations, top quality, are keys to Deason success

By **GERALD WHITMAN**

Good lighting and individual air-cooling units at each station that can be adjusted for personal comfort make life more pleasant for employees

PROPER EMPHASIS on good customer and employee relations has helped to make Deason Cleaners one of the most successful operations in Amarillo, Texas. When a drycleaner has satisfied employees producing quality work for satisfied customers—a winning combination built by owner Joe Deason—what could be more important?

Many things have been done to achieve Deason Cleaners' amicable relations. Among them are topnotch plant appearance and housekeeping, superior quality, customer conveniences and a desire to make employee working conditions as pleasant as possible.

The first impression of the drive-in main plant is its functional, modern exterior and ample customer parking space. The inviting outward appearance of the building is carried further in the tastefully appointed and extremely well groomed interior.

The up-front call office is conservatively wood-paneled—both walls and counter—and displays green plants in built-in wall niches. The main-plant interior has walls painted a pleasant green and the ceiling is lined with tile. Fluorescent lighting throughout provides excellent illumination. The place is absolutely spotless since employees are admonished to refrain from throwing anything on the floors. As Mr. Deason puts it, "You can't do a good job of cleaning clothes in a dirty plant."

Because Texas weather can become pretty torrid at times, the employees enjoy individual air cooling supplied by units at each work station. Louvers on the units can be adjusted for individual comfort levels. Adding to the pleasant working atmosphere is radio music piped in through loudspeakers in each department. There is no vying for best vacation time because the plant is closed down completely for two weeks every July, one of the hottest periods of the summer.

Joe Deason began his career in the industry some 45 years ago when he operated a little press shop in the Amarillo Hotel. Not too successful, he

Bring out the best in your press . . . *specify*

Photo by courtesy of New York Pressing Machinery Corp.
880-888 Broadway, New York City

LAMSON DRYSET

When Installing New Presses

Are you modernizing your plant? Or engaged in new construction? Then be sure to have your press manufacturer install Lamson Dryset with your new presses. He'll gladly do this, because he knows Lamson Dryset brings out the best in a press.

Producing 15% to 58% more vacuum, at equal capacities, a Lamson Dryset System dries garments *instantly*. You can make a 33% daily increase in production. Quality is the best—well-set, lasting creases and no puckered places from air-drying of retained moisture. Dryset uses no steam, cuts steam costs up to 50%, provides a more comfortable, less humid atmosphere. Press bucks stay cool and dry—padding lasts longer. Unit Type Drysets save up to 50% on floor space.

Unit Type Drysets from 1 to 8 press capacity; Cast Iron (Horizontal) Drysets with up to 250 press capacity. Write us or call your Dryset dealer today—810 Lamson Street, Syracuse 1, New York.

LAMSON

LAMSON CORPORATION

PLANTS IN SYRACUSE AND SAN FRANCISCO • OFFICES IN ALL PRINCIPAL CITIES

Call office is attractively designed in wood paneling. Rack of checks on counter in front of cash register facilitates payment if customer has forgotten cash. Open doorway at left leads to fitting room where customers are measured for alterations

spent several years in California before returning in 1926 to open another press shop on Polk Street, in the heart of town. In 1938 he moved to the present site of his main plant—at that time on the edge of town.

Deason's seems to have grown apace with Amarillo itself. In 1926 the population was about 20,000. Today it boasts approximately 140,000 residents. In 1938, when Mr. Deason moved to his current location, the plant possessed two presses. Today he has eight units—four wool and four silk. A new front portion was added to the building in 1954 containing the call office and fur storage vault; this area was again revamped in 1957.

Branch plants self-contained

Beginning in 1955, Mr. Deason has acquired two other cleaning establishments and constructed two others. All four are self-sufficient package plants on a drive-in cash-and-carry basis and are located in localized shopping centers. The last one was opened just this past spring in a new shopping center on the north side of town.

All but one of the plants use petroleum solvent. Mr. Deason learned some time ago about the new odorless, economical fast-drying solvent that can be used at low temperatures and he uses this in the three petroleum plants. Although the branches are strictly cash-and-carry, the main plant maintains two routes that account for about 50 percent of its volume.

Drycleaning production at the main plant runs to between 3,500 and 4,500 garments per week on the average. The most active of the branches, excluding the one recently opened, handles about 1,000 to 1,200 pounds of work per week, while the others do about 800 pounds weekly. Depending upon the predominance of winter or summer garments, cleaning production across the board costs between 41 and 44 cents per 100 pounds. Production costs are watched closely by Myron Dorman, manager of all the plants.

Complete range of services

With the exception of shirt laundering, which is farmed out, Deason offers a full gamut of drycleaning, storage and repair services. The fur storage segment of the business is particularly active. Its modern fur storage vault, located close behind the call office counter, has facilities for storing about 1,500 fur coats at a time. Many of these, of course, are cleaned before storing. The firm's repair department is also quite adept as repairing and altering fur coats, as well as other garments. A separate dressing and measuring room is located near the front of the plant where female customers are attended by the ladies of the repair department.

Since Deason Cleaners promotes box storage on woolens during the summer months, the fur storage vault serves a double purpose. About 225 standard-size storage boxes can be fitted into the vault—even when it is at its top capacity of furs. These rest on special metal racks built by one of the plant employees with a portable welding outfit. Each rack or compartment is slightly larger than the girth of the box and permits getting boxes in and out of the racks easily without having to pull lower boxes out of a stacked pile.

Mr. Deason is and always has been quality-minded, using the National Institute of Drycleaning test bundle service to evaluate quality and maintain high standards. His base price of $1.25 for suits and dresses ($1.50 with delivery service) is at least 25 cents more than the next highest price in town. His customers seem to agree to the extent that he has had more volume than he could handle and was hopeful that his newest branch package plant would alleviate the workload.

All garments are inspected three times before going out, once by the finisher and twice more by special inspectors. Tissue is inserted into coat sleeves to help garments retain their shape and everything is plastic-bagged. Mr. Deason lists among his satisfied clientele many of the officers at an air training base just outside Amarillo.

Everybody happy

Supplementing advertising in newspapers and organization publications in the area, Deason's own customers have become an excellent medium for spreading the good word to their friends and relatives. In appreciation, Mr. Deason sends boxes of book matches to his customers each Christmas with their own names printed on the covers.

Mr. Deason makes it as easy as possible for his cash-and-carry customers to pay their bills. Anyone coming into the call office can pay by check if he has forgotten cash. Just in case the checkbook has been left at home, checks imprinted with the name of every bank in town are available from a small rack on the call-office counter. And just in case this doesn't take care of every eventuality, one stack of checks is blank and can have a bank's name filled in by the customer.

All in all, Joe Deason runs one of the nicest operations we've ever run across. Any drycleaner who aspires to a profitable, quality business where everyone seems to be happy—owner, customers and employees—might well follow Mr. Deason's stepping stones to success. # #

Am I burned up with Hoyt

rages a prominent distributor*.

Hoyt's ads are for the birds!

Here's Hoyt so hot developing new improvements that make the Westport II far and away the finest dryer on the market — yet he neglects completely to tell us about them. One of my own customers had to show me the three (3) big outstanding features of the Westport II Dryer.

- **The profit-saving Gas Miser**
- **The fantastically efficient "Loadtrol"**
- **The automatic, self-cleaning Lint Filter**

This triple combination makes the Westport II Dryer absolute tops in the field. Golly, the business I could have had — I hate to think about it! The appalling stupidity of some manufacturers makes me boil. Well, I've got the word now and my store sales sure have jumped!"

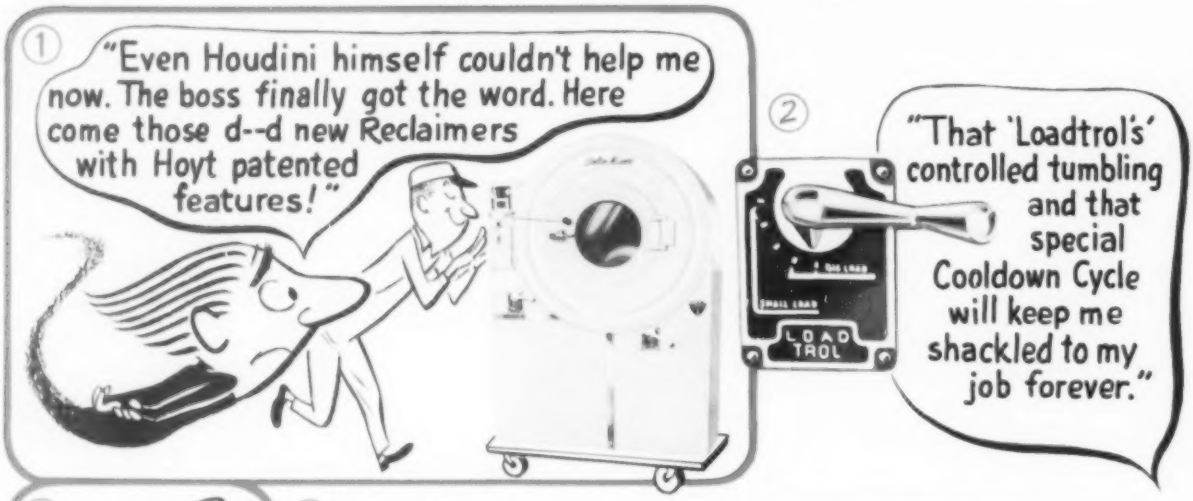
*Name on request.

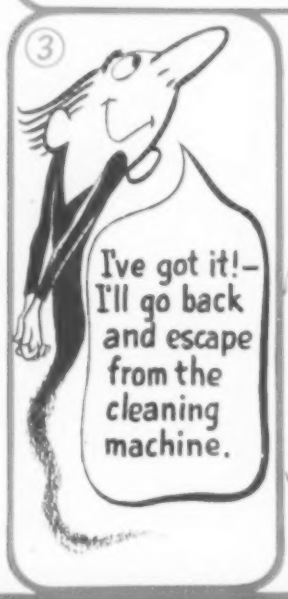
HOYT WESTPORT, MASS.

"P.S. Now I know why my stores with Westports are so successful!"

"Aw Jeepers.. What a Pair!" Says F. P.*

*"Flighty Perc" (Valuable perc solvent vapors which were formerly air-wasted)





Reclaimers with Hoyt patented features, and "Sniff-O-Miser" enable you to recover "Flighty Perc" and slash your solvent costs 75% or more. Put this most modern equipment to work for you and enjoy amazing results. Write:

HOYT

WESTPORT, MASS.

FLASH

A **new, little** "SNIFF-O-MISER" for those small plants!

Dry Cleaners:
Profit by reading future episodes in the sly life of "Flighty Perc."

N.I.D. NEWS

New Staff Members: The appointment of a new field representative and the promotion of a textile analyst to instructor in spotting and wetcleaning have been announced.

Richard L. Hinden is now calling on drycleaners in Indiana to explain the benefits of NID membership and to service present members. Although only 28, Dick has been associated with the industry since early youth.

RICHARD L. HINDEN

GORDON E. LEONHARDT

He helped first his father, later his brother, operate Hinden Cleaners in his native Decatur, Ill. After graduating in 1950 from Lincoln Junior College in Decatur, he served four years as a Navy quartermaster. Since graduating from NID's 95th general course in 1957, he has managed a drive-in plant in Hyattsville, Md.

Gordon E. Leonhardt, new spotting and wetcleaning instructor in NID's 12-week general course, has been a textile analyst at NID since his own graduation in March 1953 from the 84th course. In the instructor's post he succeeds Dutch Rothe, who has been appointed supervisor of general course and registrar of NID's schools. Gordon is a native of Abbotsford, Wis.

Sizing that brings praise... brings profits!

A professional sizing job on cottons, taffetas, and other high-style garments is certain to delight your customers. And they, in turn, will tell friends. Their praise builds both good-will and profits.

This high quality professional sizing is assured when you use Street's DRY SIZE. It imparts the desired feel and body to fabrics that require a heavy size...makes them "*like new*" soil resistant and wrinkle-free.

Street's DRY SIZE can be used in any type operation with perfect results. It is an economical and easy-to-use clear, concentrated liquid completely soluble in any drycleaning solvent.

Free merchandising kit. Forceful, colorful advertising aids enclosed in every case.

STREET'S Dry Size

R. R. Street & Co. Inc. 561 W. Monroe St. Chicago 6, U.S.A.

DS-319A COPYRIGHT 1959

Complete 106th General Course: Twelve students fom 11 states plus one foreign country completed on June 26, 1959, the 12-week NID general course in drycleaning plant practices. From left to right they are:

Front row: William F. Belton, Belton's Laundry Co., Mt. Airy, N. C.; Alvin Jack Boorstein, Blue Ribbon Laundry, Bethesda, Md.; Ralph Thomas Fogle, Commandant of the Marine Corps, HQ U. S. Marine Corps, Washington, D. C.; Lillian Bender, Circle Dry Cleaning Corp., Manasquan, N. J.; Olin Johnson, Jr., American Laundry & Drycleaning Co., Hartwell, Ga.; John Ulysses Kowalski, Troy Laundry & Dry Cleaners, Cedar Rapids, Iowa; Ronald John Kurz, F. Gusenburger & Sons, Inc., New York.

Back row: Donald E. Magnuson, Gross Bros.-Kronicks, St. Paul, Minn.; Robert H. Piercy, 60 Minute Cleaners, St. Petersburg, Fla.; Anthony

1. Filters cleaning solvent clear and bright.
2. Chases STATIC right out of the washer.

And when static goes, so do its dirty little friends – Dusting, Linting, Grayed Whites, Dulled Color.

Dicalite 7 is a pure diatomite-base filter powder, specially treated by an exclusive Dicalite process to make the cleaning solvent electrically conductive. Static drains off harmlessly – never gets a chance to build up and cause you the troubles you know it brings.

Dicalite 7 does a wonderful job of solvent filtration, too . . . works well in charged system cleaning, either one bath or separate rinse method, and *never cuts the charge!*

Use Dicalite 7, and you'll have fewer headaches in your drycleaning. That's fact – quality cleaners all across the country have written and told us so!

DICALITE DEPARTMENT, Great Lakes Carbon Corporation, 612 So. Flower St., L. A. 17, Calif.

Schewitz, Atlas Cleaners, Dyers & Launderers, East London, South Africa; Alfred J. Wolff, Cheshire, Conn.; Irving S. Zalma, Flor and Main Cleaners, Los Angeles, Calif.

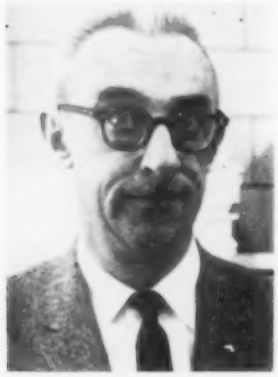
* *

"All About Drycleaning": Reprints of the NID-approved article, "All About Drycleaning," published recently in the Kiplinger magazine, *Changing Times*, are now available to drycleaners, it was announced by the NID public relations department.

The NID describes the article as one every drycleaner should read to find out what his customers want in drycleaning service. The Institute points out that although an estimated one million readers saw the article in the magazine, it is possible many drycleaners may have missed it and would like to have copies. NID mailed reprints to 8,500 NID members with an attached notice saying that another article could be expected this summer in *Changing Times* cautioning owners of wash-and-wear suits that the suits should be drycleaned to look their best.

Reprints of the article are available at reasonable rates, says NID, by writing Peggy Brill, *Changing Times* Reprint Service, 1729 H St., N.W., Washington 6, D. C.

Two More Joint Memberships: Following the example of Virginia and Pennsylvania, two more states — Massachusetts and Illinois — have adopted joint membership programs with the NID. Under these programs, individual members of each state association become members of NID, and vice versa, and in each state one man serves as both state secretary and NID field representative.



ERNEST K. HENDERSON

WALTER G. MILAN

In April, Ernest K. Henderson, who has been executive secretary of the Massachusetts Cleansing Plant Owners Association since February 1955, assumed additional duties as NID representative in the Bay State. A Massachusetts native, he has had experience in trade association work as well as with the allied trades. He recently completed NID's 105th general course in drycleaning plant practices as part of the preparation for his duties.

In May, Walter G. Milan became the representative of the Illinois State Drycleaners Association as well as NID's permanent fieldman in the Prairie State. A native of Export, Pa., Mr. Milan has been representing NID in the Midwest since October 1956. He is a graduate of NID's 95th general and 38th management course.

Now you can have your own rug and furniture cleaning department without any investment

Here's a new way to get more business from your customers at no cost to you and with little effort. Your regular service will include cleaning, soil retarding, mothproofing, flameproofing and spot removal service.

The Duraclean dealer uses a unique process. First he deep-suctions the pile to remove loose dirt and grit. Then he applies an absorbing foam that safely cleans the fibers through a method chemists call "peptizing." No scrubbing devices or harsh soaps are used. There is no soaking and thus no shrinkage. It dries so fast the carpet can be used the same day. The same extra-safe process is used for cleaning upholstery.

If your customers depended on you to keep their home furnishings clean it would add up to quite a lot of extra business if you could handle it, wouldn't it?

Well, now you *can* provide a complete maintenance service for your customers through the Duraclean Add-A-Department Program. You can add a complete home furnishings cleaning, mothproofing, soil retarding, flameproofing and spotting department. Yet you have no equipment or supplies to buy, no floor space to give up, no money to invest.

Every job you get from your customers is pure profit!

How can you add a Duraclean Department? The Program is simple. Your local Duraclean service dealer becomes your new "department." He does all the work in your customers' homes or in his plant, and you are paid for each job, with little or no effort on your part.

Two plans to choose from

1. *Department Plan:* All work is done under *your* firm name. Under this plan the Duraclean dealer becomes your rug and furniture maintenance department. He assumes all of the responsibility. All you do is turn over the jobs to him and receive a percentage for each job.

2. *Referral Plan:* When a customer needs work done, you merely refer him to your Duraclean dealer, who pays you a percentage for each job.

To help promote your new "department" you will be furnished at no charge a complete Agency Kit containing display cards, an attractive decal, folders, sample letters and everything else you will need to get started.

You offer five services

Duraclean services are nationally advertised in BETTER HOMES & GARDENS, HOUSE & GARDEN, HOUSE BEAUTIFUL, PARENTS', TOWN & COUNTRY, CANADIAN HOMES & GARDENS, THE NEW YORKER and others.

These services include the world-famous *Duraclean* absorption process of cleaning; *Duraproof*, moth and carpet beetle treatment backed up by a 6-year warranty; *Durashield* soil retarding treatment; *Duraguard* flameproofing; and *Spotcraft*, which removes 99.2% of household spots and stains.

Half of this carpet sample was treated with Durashield. Dirt was applied to both sides. Yet after rubbing, it does NOT stick to the treated side. This new soil retarding treatment KEEPS rugs and upholstery clean for months thanks to its invisible superbonded shield that dirt cannot penetrate.

All Duraclean services are backed by the world's largest insurance company.

Your service is highest quality as attested by these three seals

After vigorous tests, these three seals were awarded to Duraclean services . . . proof of the high quality standards so rigidly maintained under Duraclean.

Hundreds of leading drycleaners and laundries have started their own Duraclean "departments" and report unusual success. If you would like to add your own "department," consult your Duraclean dealer (his name is usually found in the Yellow Pages) or write us for information about the availability of a dealer franchise in your territory.

Send coupon today! Ask for FREE booklet, "Good Housekeeping Hints"

Duraclean Dealers of America

Box 9-D-38; Deerfield, Illinois

Serving over 15,000 communities as world's largest organization specializing in the care of furnishings.

Rush details of Add-A-Dept. program and FREE copy of "Good Housekeeping Hints."

NAME .....

STORE NAME .....

ADDRESS .....

CITY ..... STATE .....

LET'S CALL **LAIDLAW** OR **PITTSBURGH.** THEY HAVE HANGERS FOR *EVERYTHING!*

W. A. LAIDLAW WIRE CO.
Peoria, Illinois

PITTSBURGH HANGER CO.
Monaco, Pennsylvania

ASSOCIATION NOTES

Local Elections: Dale Secrist, former resident of Brigham City, Utah, has been elected president of the Salt Lake Cleaners and Laundries Association. Mr. Secrist owns and operates Dale's Delux Cleaners in Salt Lake City.

The Juniata Valley (Pa.) Dry Cleaners' Guild held its annual election of officers recently with Ronald Williams, Boalsburg, being named new president of the group. Other officers elected are: Allen Glass, Huntingdon, vice-president; Mrs. Clema Nead, Huntingdon, secretary; Kenneth Springer, Altoona, treasurer.

At the North Dakota Cleaners and Launderers convention held at Williston, N. D., recently, the following officers were elected for the coming year: Harold Meyer, Model Laundry, Fargo, president; Ernie Martinson, M & E Cleaners, Harvey, vice-president; and Harold G. Reed, Reed Cleaners, Fargo, secretary-treasurer.

The Connecticut Launderers and Cleaners Association held its annual meeting recently at the Oakdale Tavern, Wallingford. During the business session members elected the following officers: Alvin B. Reiner, Mayflower Laundry and Cleaners, Hartford, president; Frank Jacopian, Jacopian Cleaners, Stratford, first vice-president; Neal Ehlers, Forest City Laundry & Cleaners, Middletown, second vice-president; Frank Comparato, Pilgrim Laundry, East Hartford, secretary-treasurer.

Maurice J. Puariea, Vanity Cleaners, has been elected president of the Milwaukee Drycleaning Institute, Inc. Other officers are William Kane, Jessen's Cleaners, vice-president, and Egon W. Peck, secretary-treasurer.

# #

Report From Tokyo: The First International Drycleaners' Convention, held in Tokyo, Japan, June 24-26, was reported "highly successful" by the *Asahi Evening News*. The meeting was co-sponsored by the Japan Cleaning Productivity Council and the California Drycleaners Association, and was designed both to promote the productivity of the international drycleaning industry and to foster international cooperation.

The Japan Cleaning Productivity Council was organized in February 1958. The American and Japanese cleaning industries have been closely associated through the introduction into Japan of American management techniques and technical know-how.

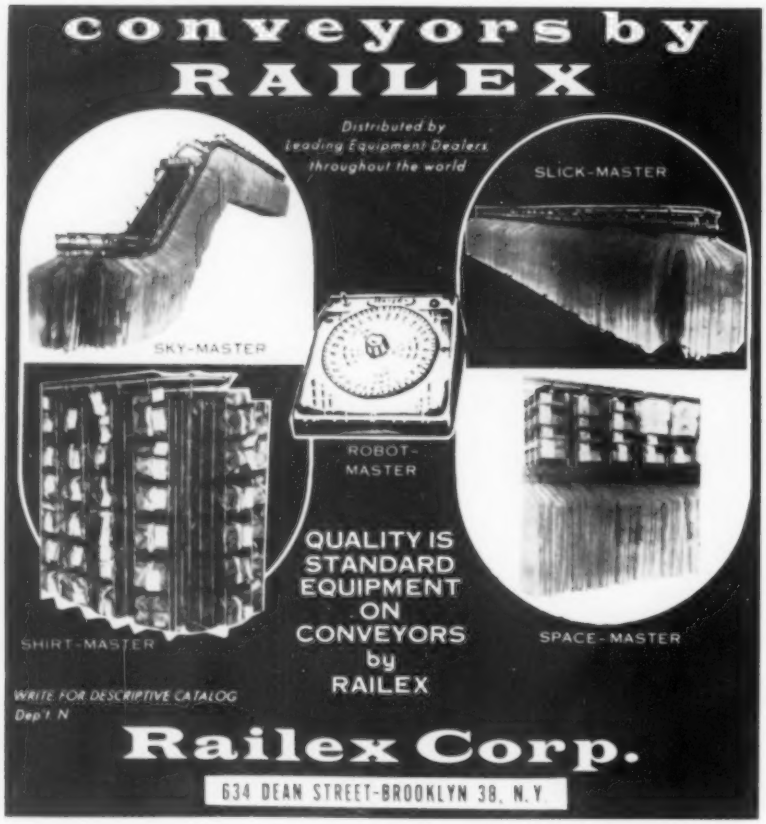
In addition to 150 Japanese delegates, the meeting was attended by 30 representatives from the United States and one from the Philippines. Official support was given by the Japanese Welfare Ministry and the Japan Productivity Center.

# #

Pennsylvania Plans: Three coming events of the Pennsylvania Association of Dyers and Cleaners have been announced by William B. Clayton, the group's executive secretary and field representative of the National Institute of Drycleaning.

The second annual "Pennsylvania Day at NID," to be held August 10, after the Back Home Day reunion, will include a tour of the Institute facilities and talks by NID staff members.

This year's fourth field education conference will be held the weekend of September 19-20 at the Abraham



Manitowoc Engineers Design

"Extra Profit" Production

Into New Unit!

MARLOW PUMPS

Selected as Standard Equipment!

When Manitowoc engineers set out to create a new 70-lb., drycleaning system, they wanted a unit that would insure profitable production with speed, economy, and simplicity of operation. Into these new machines they built features that prevent solvent intermix, eliminate pressure build-up, increase solvent mileage, prevent surging over, foaming, and solvent contamination. They've designed a new and simpler method of muck extraction and automatic air controls to make operation easy, *even for "green" help!*

As you might expect, Marlow self-priming drycleaning pumps are used as *standard equipment* on these new Manitowoc machines.

For many years, Marlow Pumps have helped make good drycleaning equipment *better!* Marlow drycleaning pumps are specially engineered for the job. A patented, mechanical seal eliminates shaft leakage. There's no solvent loss — floors stay dry and clean. And Marlows handle petroleum or synthetic solvents with equal ease. Fewer shut-downs, less maintenance, space-saving design, sturdy construction, quiet operation — are just a few of the many other Marlow advantages.

For complete information on these efficient, dependable, long-lasting pumps, see your Marlow dealer or write for Bulletin DC-04 today.

Marlow PUMPS ®

Division of

BELL & GOSSETT CO.

Midland Park, New Jersey

Morton Grove, Illinois Longview, Texas

FOR THE best DYEING
. . . USE THE DYER

Tru Color

. . . serving all 50 states
and Puerto Rico by mail

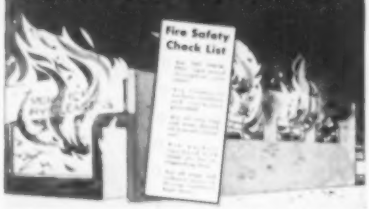
Most orders shipped back within 24 hours of receipt

Convenient one-stop source for garment, rug, household fabric and commercial linen dyeing . . . suede and leather cleaning, glove cleaning, reweaving, flameproofing, showerproofing

TRU COLOR DYE WORKS, Inc.
24-47 44th Street, Long Island City 3, N.Y.

Write for our trade price list / Mail Order "Supermarket" of Sideline Services

YOU CAN'T AFFORD TO "FLUNK" THIS TEST



The nature of your business demands that special precaution be taken against fire and theft. Many conditions exist that make your property and that of your customers highly vulnerable to loss.

Ætna Casualty's Loss Prevention Engineers have prepared a list of questions that will help you test your business on potential sources of disaster. It's a test you can't afford to "flunk."

Send now for your FREE Copy of this Checklist.

---- Send for FREE Checklist ----
Dept. NCD-1
ÆTNA CASUALTY AND SURETY CO.
STANDARD FIRE INSURANCE CO.
Hartford 15, Connecticut
Affiliated with Ætna Life Insurance Company

Please send me your free loss prevention Checklist for Cleaners and Dyers.

Name_____
Title_____
Company_____
Address_____
City_____ State_____

Lincoln Hotel in Reading. NID staff members John Jay Daly, Dutch Rothe and Tom Donohoe will discuss drycleaning, spotting and wetcleaning techniques, and ways to increase route and counter sales.

The third forthcoming event is the annual PADC state convention, to be held October 23-25 at the Webster Hall Hotel in Pittsburgh. The theme will be "The Good Ol' Days—and the Years Ahead."

# #

Canadian TV Award: John Clinton, president of the Canadian Cleaners Launderers Allied Trades Association, has announced the inauguration of a new annual TV award to be made by his organization. He said the award will be presented each year to the Canadian female TV entertainer chosen by the selection committee for a combination of ability, personality and showmanship, and looked upon by fellow artists as a "trouper" in the finer sense of the word.

The winner, said Mr. Clinton, will be chosen by a panel consisting of members of CLATA, of the Canadian Research Institute and the editor of the *Canadian Cleaner and Launderer*. She will be asked to preside over the CLATA trade exhibit scheduled for October 22-24.

Buyers Night: The Halton & Peel Dry Cleaners Association, Ont., Can., held a dinner meeting at Brampton recently to entertain clothing buyers. The "Buyers Night" was intended to further cooperation between drycleaners and buyers for better customer satisfaction.

Guest speaker of the evening was Mrs. Mary Humphries of the Thompson Research Laboratories and a member of the board of the Canadian Association of Consumers. Another guest was John Dillon, assistant manager of the Dry Cleaners and Launderers Institute of Ontario.

# #

Idaho Elects Officers: The Idaho Launderers and Cleaners Association held its thirty-ninth annual convention recently, attended by some 135 persons associated with the industries. During the business meeting, the following officers were elected: Roy P. Isham, Pocatello, president; Lewis Wheeler, Mountain Home, first vice-president; Eddie Pederson, Idaho Falls, second vice-president; John V. Baird, Boise, secretary-treasurer. Directors elected are: Walt Elledge, Pocatello; Orth Randolph, Boise; Roy Alley, Nampa; and Walter Doss, Twin Falls. Alternate directors are: Milford DeGrue, Payette; Russell Nelson, Idaho Falls; Ted Joines, Twin Falls; and Bus Macy, Nampa.

OUTDOOR LIGHTING

Continued from page 54

cial fashion to protect it against the weather. It is usually mounted in a continuous run so that it traces the top edge of a roof or runs along the bottom and hence fully lights up the face of the building. When the light is aimed up, a special door assembly with a sponge neoprene gasket has to be used to protect the light from leakage.

The general-purpose floodlight (Fig. 2) is a workhorse that can serve for straight parking-area duty or, aimed at the proper angle, as a floodlight to illuminate a building exterior or a large tree. The unit, of weather-tight construction, consists of reflector, socket assembly, mounting bracket and a hinged door frame and lens. The lens assembly is completely gasketed and held closed under pressure by five spring clamps.

The heavy-duty floodlight (Fig. 3) is extremely rugged and fully weatherproofed. It serves in much the same capacity as the general-purpose floodlight with, of course, the extra wear advantages it offers. # #

Looking for new ways to build business and cut costs?

Try DIAMOND perchlorethylene . . . the stabilized solvent that adds new life to garments, produces uniform high-quality cleaning results every time. Brings customers back, week after week.

What's more, thanks to a remarkable stabilizing agent, DIAMOND perchlorethylene can be distilled and re-used repeatedly with a minimum loss. Order a big, new DIAMOND drum today. It has a bright, new design on the outside . . . *a big 700 pounds in every drum* . . . at the lowest possible initial cost.

Ask your DIAMOND Distributor for this superior solvent. Or write DIAMOND ALKALI COMPANY, 300 Union Commerce Building, Cleveland 14, Ohio.

Diamond Chemicals

SIGNS of the TIMES

Plastic-Bag Champion: In the present plastic-bag situation, the viewpoint least presented has been that of the customer. Here, from a letter to the editor of the *Los Angeles Herald Express*, is the way one customer feels about it:

> I have just returned from collecting my drycleaning and would like to relate what occurred there.
>
> The woman ahead of me, when given her cleaned garments beautifully done up in plastic bags, took out of her purse a sharp instrument and slashed the bags to ribbons, along with a few verbal insults to the clerk.
>
> There are always a few who take upon themselves such tasks but what she did only sent her blood pressure soaring. I am sure the clerk would have been glad to have removed the bags (they cost money).
>
> As for me, I like the bags. They are dust-proof, one can see if the garment is one's own and if the workmanship is good without disturbing the contents. I believe the drycleaning industry should be commended for advancing such an improvement.
>
> It is sadly true that children have been suffocated while playing with these bags.
>
> For those with babies in the house, burn the bags and quickly, but is it fair to condemn them for the use of thousands of us who find them most convenient?
>
> Mrs. F. L. K.

# #

Trade Fair Representative: Irwin Cohen, owner of Sparkle Cleaners in Washington, D. C., was one of the U. S. representatives to the Poznan International Trade Fair in June. He was chosen by the Office of International Trade Fairs to demonstrate American shirt washing, pressing and folding machines.

# #

Public Service: A. B. Cobb, owner of ABC Cleaners, has been elected a director of the Better Business Bureau of Baton Rouge, La.

Now serving as a director of the Security Building & Loan Association of New Orleans is Russell L. Cuoco, owner of Russell's Cleaners and Dyers.

World Clothing Week was sponsored in Missouri by the Dry Cleaners Guild of Missouri, Associated Laundry Owners of Greater St. Louis and St. Louis Dry Cleaners Exchange. Drycleaning plants and laundries throughout the state acted as collection centers for the clothing which will go to 290 orphanages in this country and 36 foreign countries, under the auspices of the Christian Children's Fund.

# #

Anyone for the Moon? It seems that nowadays a prize isn't a prize unless it's a trip to somewhere—anything from a weekend for two at Atlantic City to a trip around the world for the family. A California drycleaner has joined the bandwagon with a monthly drawing, for four months, offering the winner a free trip to Las Vegas. The prize, the cleaner's local paper reports, includes a "champagne flight" for two to the famous resort, a double room at a luxury hotel, dinner for two complete with cocktails, champagne and floor show.

For the sake of industry goodwill, here's hoping the winners don't get too well cleaned at Las Vegas.

# #

Dr. Lyle Heads Home Economists: The election of Dr. Dorothy Siegert Lyle as president-elect of the American Home Economics Association for 1959–1960 was announced at the meeting of the Assembly of Delegates of the American Home Economics Association, held in Milwaukee in June.

Dr. Lyle, director of consumer relations at the National Institute of Drycleaning, took her B.S. at Valparaiso University, M.S. at Ohio State University and Ph.D. at Pennsylvania State University. She formerly taught textiles and merchandising in a vocational high school in Ohio and taught at Pennsylvania State University and Ohio State University.

Dr. Lyle has served the association as chairman of the Textiles and Clothing Section and as a member of several committees. She has just completed a term as AHEA recording secretary from 1957–1959.

# #

New York Law on Plastic Bags: The Board of Health of New York City has amended its Sanitary Code to include a provision for attaching warnings to plastic bags, whether sold or given away. The amendment applies to plastic bags with a length and width, added together, of 25 inches or more, and a thickness of one mil or less. Either printed on the bag or on an attached label, the following warning must appear conspicuously in legible type:

> Warning—To avoid danger of suffocation keep away from babies and children. Do not use in cribs, beds, carriages or play pens. This bag is not a toy.

Failure to comply with the regulation is punishable by a fine up to $500 or imprisonment up to one year or both.

A similar regulation amending the Sanitary Code of New York State also requires use of the same label in the same manner.

# #

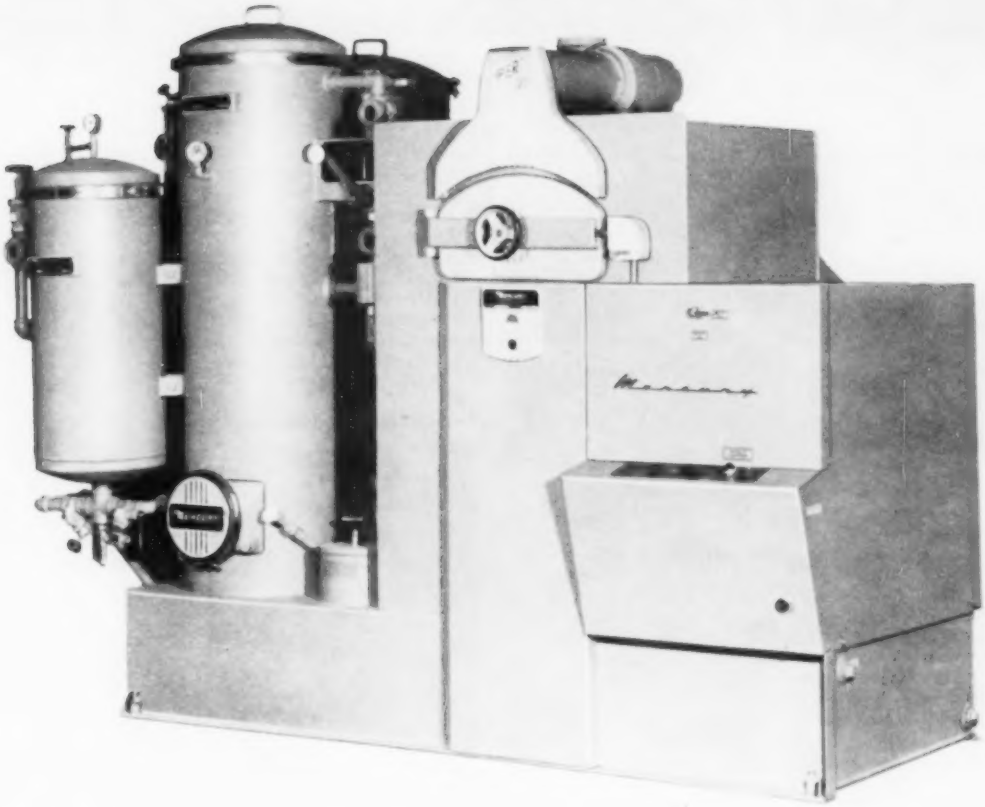
Consumer Education: A "classification talk" on the drycleaning industry was presented at a recent meeting of the Oneida (N. Y.) Rotary Club by Fred H. Gillet, manager of Harris Dry Cleaners. A classification talk is one given by a Rotary member to describe his profession or line of work to fellow-members.

A similar talk on drycleaning was presented at a meeting of the Haney (B. C., Canada) Rotary Club by Ken Swain of Swain's Cleaners.

# #

Plastics Industry Folder: As part of a nationwide campaign of education on the proper use of plastic bags, using all advertising and promotion media, The Society of the Plastics Industry, Inc., has prepared a folder of helpful hints to parents. Called "Plastic Film—Correct Use and Mis-Use," the folder was prepared in cooperation with the American Academy of Pediatrics, American Academy of General Practice, National Institute of Drycleaning, National Safety Council, and the Public Health Service of the Department of Health, Education and Welfare.

The clearly written, illustrated folder points out the ways in which ultrathin plastic film can become a hazard when used for purposes for which it was not intended, and the proper way to dispose of it. Copies of the folder for distribution to drycleaning customers are being sent out to members by the NID and state drycleaners associations, or may be obtained from The Society of the Plastics Industry, Inc., 250 Park Ave., New York 17, N. Y.



Mercury Numatic Per 50 costs no more than most other smaller units . . . saves work hours . . . allows for future expansion.

- There is nothing finer than Per 50. U/L listed, highest quality materials and workmanship.
- 2000 GPH Tubular Filter . . . fully automatic.
- Dry load capacity 44-50 lbs. $2000. to $2500. weekly volume.
- 50 GPH Still. No "foam-over."
- One HP Marlow Centrifugal Pump.
- Twin-Disc Fluid Drive controls acceleration for smoother operation.
- Twin-Disc Heavy Duty Transmission with double belt drive. Self-adjusting.

4700 Successful Mercury Owners in 49 States

- OPTIONAL: Clover-Leaf Muck Stripper. Attached to 2000 GPH Monel Tubular Filter, it "valves away the muck," reduces filter pressure for fast solvent flow. Eliminates chore of cleaning filter. Over 10,000 lbs. mileage per drum of Perc.
- Mercury Solvent Reclaiming Tumblers and Petroleum Units (140-F or Stoddard) also available.

Per 50 $6750. F.O.B. Factory

Add $690. for Clover-Leaf Muck Stripper.

Direct finance or lease plan available; contracts carried by Mercury. In areas not actively serviced by distributors, Mercury is prepared to quote direct, with factory supervised installation.

MERCURY CLEANING SYSTEMS, INC.

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NEWS

FROM THE ALLIED TRADES

Wallerstein Open House Celebrates Expansion

The Wallerstein Company celebrated the opening of its new administration building at Mariners Harbor, Staten Island, N. Y., on May 23 with a Family Day Open House for all employees and their families.

The administration building, opened on May 4, houses the executive, sales and general offices of the company. For the first time in 40 years the offices, manufacturing facilities and laboratories are located together at the plant site at Wallerstein Square in Mariners Harbor. According to the firm, this grouping will provide Wallerstein with an opportunity for even greater service to its customers.

The open house was attended by more than 1,600 guests—Wallersteiners, their families and friends and a group of local dignitaries. Following a tour of the plant and an exhibition of the company's products, refreshments and entertainment were provided.

Arthur C. Emelin, president of Wallerstein, noted that the recent construction and opening of the new administration building is another step forward in the company's development program for the future.

Martin Equipment Appoints Pasco

PETER N. PASCO

Peter N. Pasco has been appointed division manager of Martin Equipment Company, Cincinnati, Ohio, Division of The American Laundry Machinery Company, it was announced by James M. Garvey, president of American Laundry Machinery.

Mr. Pasco has been affiliated with the drycleaning equipment industry for the past 25 years. He began his career with Martin Equipment in Buffalo, N. Y., in 1949 as sales manager, continuing in that capacity after the Martin Company became a division of The American Laundry Machinery Company and moved to Cincinnati. Mr. Pasco's previous experience in the industry includes activity in sales and related fields.

Stauffer, Victor To Merge

The directors of Stauffer Chemical Company, New York, N. Y., and Victor Chemical Works, Chicago, Ill., have reached an agreement in principle for a merger of the two companies subject to stockholder approval. The agreement was announced by August Kochs, chairman, and Rothe Weigel, president, of Victor, and Christian de Guigne, chairman, and Hans Stauffer, president, of Stauffer.

As soon as necessary formalities are completed a plan of merger will be submitted to the stockholders of both companies. The Stauffer board will be expanded by the addition of three members of the present Victor directorate. Victor will remain intact with headquarters in Chicago. Victor operations will be carried on as the Victor Chemical Division of the Stauffer Chemical Company with Rothe Weigel as president and general manager of the division.

AMSCO Names Sundberg

RONALD J. SUNDBERG

Ronald J. Sundberg has been appointed a sales representative for American Mineral Spirits Company, Chicago, Ill., it was announced by Karl F. Giloth, vice-president and Midwestern sales manager.

Mr. Sundberg is a graduate of Northwestern University with a BS degree in chemistry. During his military service he was chief laboratory technician of the Petroleum Products Quality Control Laboratory of the U. S. Quartermaster Corps. He joined AMSCO in 1958 after previous experience in the chemical and food products business.

In his new post, Mr. Sundberg will represent the company in the sale of technical naphthas and petroleum solvents. With headquarters in Chicago, his territory will consist of Illinois, Indiana, a major part of Kentucky and parts of Iowa.

Guss Announces Move

Joseph Guss & Sons, Inc., has announced it has moved to the firm's new building at 2046 West Virginia Ave., N.E., Washington 2, D. C.

Eckmayer Promoted

EGON ECKMAYER

Egon Eckmayer has been appointed vice-president of the Prosperity Exporting Corporation, a division of Ward Industries Corporation, Syracuse, N. Y., it was announced by R. A. DeBottis, executive vice-president.

Mr. Eckmayer has been associated with Prosperity for approximately eight years and in this capacity has lived and traveled extensively throughout Central and South America and Europe.

North Advances at Forse

WILLIAM L. NORTH

William L. North, former chief engineer of Forse Corporation, Anderson, Ind., has been appointed director of reliability and a vice-president of the company, it was announced by H. Don Forse, president.

In his newly created post Mr. North will be responsible for the reliability of every piece of equipment from drafting board to shipment.

Mr. North is being replaced as chief engineer by Galen Pflederer, former assistant chief engineer. He is a graduate of Northwestern University and a licensed professional engineer.

Project engineer Donald Barnet has been advanced to the position of assistant chief engineer.

Emery Moves Sales Office

Emery Industries, Inc., has announced that it has moved its branch sales office to 751 Main St., Waltham 54, Mass., from its former location in Lowell, Mass. The new telephone number is Twinbrook 3-6358.

DeKalb Board Elects Sayers

B. J. SAYERS

B. J. "Bill" Sayers has been elected vice-president in charge of sales for DeKalb Commercial Body Corporation, DeKalb, Ill., it has been announced by E. E. Miller, president.

Mr. Sayers joined the DeKalb sales organization in 1952. He was assigned to fleet sales and in 1953 was made fleet sales manager. His election as vice-president took place during a recent meeting of the firm's board of directors.

Redyeing Research Extended

The national program of research and development in new uses for redyeing will be extended for an additional six-month period through January 1960, it was announced by Leon Teichner of Chicago, president of the Garment Dyers Guild of America. During the initial six months of the project an over-all national rise of almost 10 percent in redyeing volume was reported by drycleaning stores and wholesale dye houses.

Mr. Teichner pointed out that new methods and chemicals today provide results in redyeing of nylon, Dacron, rayon, satin and acetate comparable to the effectiveness on natural wools, cottons, linens and silks. He added that techniques for successful redyeing of Orlon, last synthetic to resist the dyer's craft, are also being put into operation.

The Guild president named the following as important factors in the increase of redyeing volume: improved finishing techniques by drycleaners; reshaping processes to eliminate danger of shrinkage; changed attitude in acceptance of dye work by many retail cleaners; important trends to color coordination in redecorating by hotels, restaurants and public institutions; and the annual fashion switch in women's dresses — especially conversion of the late sack dress.

Diamond Names Chastain

William N. Chastain has been appointed sales service representative for Diamond Alkali Company in the fields of laundry, drycleaning and other industries, it was announced by R. B. Perry, manager of the company's Southeastern district sales office.

A graduate of Indiana University with a degree in business administration and organic chemistry, Mr. Chastain joined Diamond as a sales trainee in 1958. His previous experience was chiefly in sales.

Mr. Chastain's territory includes Alabama and the northwestern tip of Florida.

Tessler Brothers Moves

Tessler Brothers (B. C.) Ltd., Vancouver, B. C., has announced the opening of its new warehouse and offices at 68 W. Fifth Ave.

According to Leon Tessler, general manager, the new building is over 6,200 square feet in area with an 18-foot ceiling for ample stock room. A well-equipped workshop enables the experienced repair and installation crew to service any type of equipment in the drycleaning industry.

Mr. Tessler added that the larger space and improved display and handling facilities make it easier for the company to give prompt service at an efficient level.

Saratoga Conveyors Sold

Automatic Specialties, Inc., Atlanta, Ga., has purchased the Saratoga Conveyor Company with the Saratoga line of call-office conveyors known as the Pacemaker in Space-Saving, it has been announced.

The new line will be pro-

NEW ANTI-STATIC SPRAY

GUARANTEED TO PREVENT POLYETHYLENE BAGS FROM CLINGING!

NEUTRO-STAT MAKES BAGS SAFER AND DUST-FREE!

Greaseless, smearless Neutro-Stat, sprayed on plastic bags, prevents them from clinging to clothes and people . . . makes them safer near children . . . prevents dust from attracting to the bags. Neutro-Stat, sprayed on dark blue garments, keeps them lint-free. It is non-oily, non-flammable and it dries fast. Made by the SIMCO Co., leaders in the field of static elimination.

TRY NEUTRO-STAT on MONEY-BACK GUARANTEE

MAIL COUPON NOW!

Ship_____16 oz. cans of Neutro-Stat @ $2.75

_____cartons (1 doz. cans) @ $27.50

FIRM_____

ADDRESS_____

CITY_____ZONE_____STATE_____

SIGNATURE_____

the SIMCO company
920 Walnut Street, Lansdale, Pa.

QUIZ for CLEANERS...

YOUR CUSTOMERS WILL ASK:

Can my cashmere sweater be dyed?

I have a fine cashmere coat that has faded. Could you dye it for me?

Our school board wants to know if you will be able to apply flame-retardant to the drapes.

Will you dye my wool knit suit navy blue for Fall?

If you are an Almore customer, you can answer "yes" to these questions with confidence.

For more information which will help you and your employees in the handling and acceptance of dye work, send for our free pamphlet and guide.

Send all garments and household goods for dyeing to:

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INTEGRITY · QUALITY
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DYEING is our ONLY Specialty

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Continuously in business since 1919

. . . the dyeing name of undying fame

moted in addition to Automatic Specialties' own Shamrock line of conveyors. All facilities for manufacture of the Saratoga conveyors have been installed alongside those for the manufacture of the Shamrock line.

Diamond Alkali Expands

A new plant for Diamond Alkali Company, Cleveland, Ohio, opened recently at Deer Park, Texas.

The initial operating rate of the new facility for 20 percent chlorine-caustic soda will be in excess of 50 percent of capacity, according to the company announcement. The new plant brings the aggregate capacity of the company's entire Deer Park works to a nominal 750 tons per day of chlorine, with a concurrent capacity of about 825 tons of caustic soda and 7,500,000 cubic feet of high purity hydrogen.

Three Executives Promoted at Vic

CHARLES SIPKINS

EARL ZINK

Vic Manufacturing Company, Minneapolis, Minn., has announced the promotion of three executives to new positions of responsibility.

Charles Sipkins, who has been associated with the company for some 20 years, has been advanced from assistant vice-president to vice-president.

Earl Zink has been promoted from assistant treasurer to treasurer, and John Bartholomew has been named sales manager.

The company has completed a new addition to its manufacturing plant and, according to Oscar Victor, president, is planning several new developments in the drycleaning field.

JOHN BARTHOLOMEW

Ald Expands Texas Division

Ald Inc., Chicago, Ill., has expanded its Southern operations with a new 8,500-square-foot office and warehouse building in Brook Hollow Industrial District, Dallas, Tex., it was announced by Jack Bigler, division manager.

Situated at 9104 Diplomacy Row, the new building is headquarters for the company's Dallas division, managed by Mr. Bigler, and its Texas district, directed by Ben E. Powell.

Since Ald started operations in Dallas in 1951, the branch has experienced a steady increase of business.

Prosperity Exporting Names DeBottis

Robert DeBottis has been appointed executive vice-president of the Prosperity Exporting Corporation, a division of Ward Industries Corporation, Syracuse, N. Y.

In announcing the appointment, Fred I. Courtney, president, added that Mr. DeBottis will also be manager of the Export Division and a member of the management committee team.

Mr. DeBottis has served continuously in the Export Division since 1944 and has been a vice-president of Prosperity Exporting Division since 1956. In his new capacity he will be responsible for directing all export operations and development of an extensive export program.

NEW PRODUCTS AND LITERATURE

Continued from page 8

wand, 5½- and 10-inch pickup nozzles, and special 5½-inch nozzle with slip-on brush attachment.

Complete information on the Jet Syphon may be obtained by writing Laukhuff-Pratt Mfg. Corp., 3097 W. Mill Rd., Milwaukee, Wis.

New Cissell Units

A new air-operated offset press and a gas-fired coin-meter drier have been introduced by Cissell Manufacturing Company.

The drier, pictured, is available with built-in meters as well as attached meters. The coin slot on the built-in meter is located at a convenient height—58 inches above the floor. Additional features, now standard on the 36-by-30-inch driers, include an automatic air damper located in the drier duct. It remains open during the drying cycle to permit discharge of air; remains closed when the drier is not in operation. Another new feature is the all-metal lint trap with lower panel to facilitate cleaning.

The company also notes that the new driers have adjustable leveling bolts at each corner and a temperature-limiting thermostat to cut off gas if the heating unit temperature reaches 300° F.

The new offset press has floating power, is universally mounted and fully self-aligning, Cissell states. Other features are fingertip control and adjustable head pressure.

The press is available for either steam or central air vacuum. It requires a floor space of 29 by 62 inches with approximately 1½ boiler horsepower.

The company states that with the introduction of the new offset press it now offers equipment for a complete silk finishing unit.

For more information write W. M. Cissell Manufacturing Co., Inc., 831 S. First St., Louisville 1, Ky.

Markmaster Adaptation

Adaptation of the Markmaster Marking Machine to provide for property marking of identification labels has been announced by The National Marking Machine Co.

The maker says the use of this new feature precludes the need for preprinted marking tape. The new accessory consists of a small property mark die that prints the identification tape at the same time the code mark is printed. For two- or three-line marking the die is easily rotated out of printing position by a lever on the keyboard. Additional dies, lever-controlled from the keyboard for quick change, can be included in the event that several selections of property marks are required.

According to the company, through use of this new feature the plant name can be included in each identifying mark produced by the Markmaster Machine using National's Stay-On identification system.

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.

COMCO

The Water Heater

engineered to give you

More Hot Water Per Dollar!

Here is a superior water heater designed especially for commercial installations where trouble-free hot water operation is a must.

Quick recovery provides more hot water and internal flue design gives economy of operation. The tank design combines strength with durability. The heater is hot dipped galvanized inside and out, including tubes, for rust and corrosion-free performance.

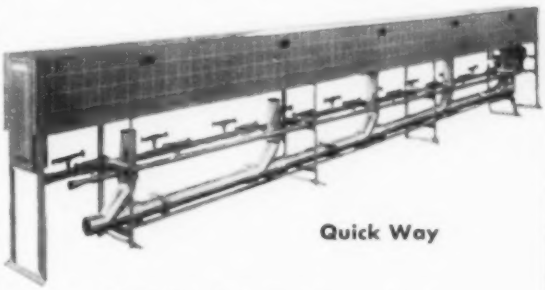
The unit is automatically controlled with General Controls. Easy access is provided to both controls and burner.

RATINGS:

COMCO 900 — 900,000 BTU per hour
COMCO 700 — 680,000 BTU per hour
COMCO 500 — 500,000 BTU per hour
COMCO 260 — 260,000 BTU per hour

One Year Unconditional GUARANTEE, Four-year Prorated
Approved by AGA & ASME Laboratories

Save Money in Your Coin-Op Store



Quick Way

Prefabricated pipe and electrical unit installation for coin-op stores and laundromats. Completely enclosed with Marlite for long life and ease of cleaning. U.L. Approved.

Sold only through Authorized Jobbers

Eastern Representative: Henry O. Norton, 518 Prescott Rd., Merion Station, Pa.

Jobbers write today for details

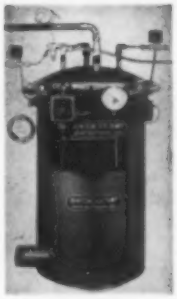
COMMERCIAL HEATER CO., INC.

648 N. CALHOUN BOX 4525 FORT WORTH 6, TEXAS

NOW—YEAR ROUND SOLVENT TEMPERATURE CONTROL for synthetic or petroleum units WITH THE NEW IMPROVED BENTON SOL-TEMP*

ONE MINNEAPOLIS - HONEYWELL DUAL MERCURY SWITCH GIVES A 3 DEGREE VARIATION AT THE DESIRED SET TEMPERATURE.

HOLDS ANY TEMPERATURE AT A SET POINT WITHIN ONE AND A HALF DEGREES THE YEAR ROUND.



Electric Controls
$465.00*
*Does not include refrigerant compressor

ELIMINATES

- human error
- color bleeding
- stubborn heat wrinkles
- shrinkage in washer

REDUCES

- sizing destruction
- fire, explosion hazard
- solvent discoloration
- many filter problems
- operator illness, discomfort from fumes

AVAILABLE NOW in complete unit including Dunham-Bush's Brunner-Metic Refrigerant Compressor

Jobber Inquiries Invited
Many Good Territories Open

SATISFIED USERS

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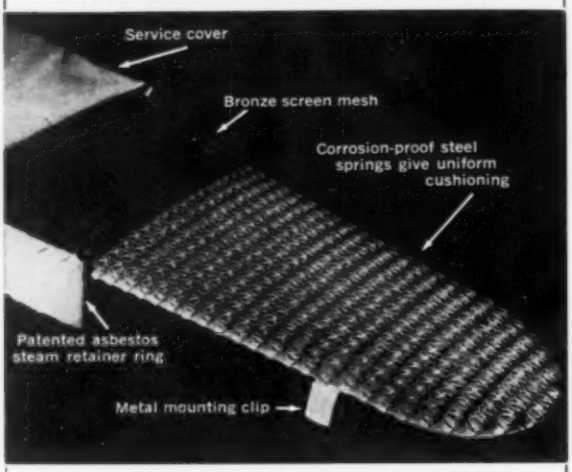
LANDERS LAUNDRY & CLEANERS, Atlanta, Ga.
DOMESTIC LAUNDRY, Gadsden, Ala.

For more information WRITE or phone ALpine 1-8141

BENTON SOL-TEMP CO.
2322 12th Ave. North, Birmingham, Alabama
*Patent Pending

LIFETIME GUARANTEE



ZEIDLER "Perma-Pad"

Spring Cushion for Drycleaning Presses
Permanently resilient—can't bake or pack down!
Easily installed — economically priced

Write for literature

ZEIDLER Manufacturing Co., Inc.
633 Concord Avenue, Mamaroneck, N. Y.

PEOPLE AND PLACES

SOUTH WEST

Mr. and Mrs. Newton Rose have announced the opening of Crown City Cleaners in a new location at 843 Orange, Coronado, Calif.

Grand Cleaners, 607 Richmond, Houston, Tex., will construct a second plant on S. Post Oak near Willowbend Blvd. The firm, founded in 1920 by the late Meyer Nathan, is now operated by Herman Nathan.

Mr. and Mrs. Richard G. Fox have purchased Sunshine Cleaners, 129 E. Fourth St., Loveland, Colo., from James Armstrong. The Foxes, who previously operated Model Cleaners in Leadville, will install a storage vault.

Cloyd's Cleaners, operated by Joe Cloyd and Clarence Herndon, has been opened in the new Orange Grove Shopping Center, 447 E. Orange Grove Ave., Pasadena, Calif. The previous location at 1018 Lincoln Ave. will be maintained as a pickup station.

An open house was held recently at the newly remodeled Manor Cleaners, 117 E. Juniper, Fallbrook, Calif., by Noreen and Bud Mathwig.

Harry Baughman has purchased Bib 'n' Tucker Cleaners, Fillmore, Calif., from Harlan Snyder.

Frank J. Levey, owner of Vogue Cleaners, San Rafael, Calif., has announced that Walter E. Ericksen has purchased an interest in the firm and will become an active partner.

A major remodeling program has been completed by Bert and Helen Roux at Bishop (Calif.) Dry Cleaners, 163 Academy Ave.

Sterling Dry Cleaning and Laundry, 8870 Santa Monica Blvd., Los Angeles, Calif., celebrated its grand opening recently. Maurice Axelrod and Ben Gershenson are the owners of the firm, which includes a coin-operated laundry.

A storage vault has been added at Courtesy Cleaners, 2523 S. Agnew, Oklahoma City, Okla.

A formal opening was held recently by Mr. and Mrs. Bynum Smith at Orchid Cleaners in the Boy Kingery Bldg. on Boggess St., Saint Joe, Tex.

Walter Kessler will open a drycleaning establishment in a newly remodeled building in Sanderson, Tex.

Carter's 7-11 Cleaners has opened its fifteenth unit, at 1503 N. W. 25th St., Fort Worth, Tex.

Laraine and Rex Krammes, operators of Mission Cleaners, Oxnard, Calif., have opened Elite Cleaners in the Port Hueneme Shopping Center, Port Hueneme.

Bob King has announced the purchase of Stroud Cleaners, located in the Masonic Bldg., Lindale, Tex.

Millard Teekell has purchased Safe-Way Cleaners, Chowchilla, Calif., from Mrs. Millie Haworth.

A grand opening was held at Sterling Cleaners, 1140 Howard Ave., Burlingame, Calif., by Phil Reiss, owner.

Perfecto Cleaners, 2819 Fannin St., and Burkhart Laundry & Dye Works, 1702 Congress Ave., Houston, Tex., have merged, and will operate as Perfecto Cleaners & Launderers. The announcement was made by Frank Smith and W. E. Burkhart, owners of the respective firms.

Paul Harrison is the new owner of Savetz Tailors & Cleaners, 1008 Fair Oaks Ave., South Pasadena.

Fanset Cleaners & Laundry, now in its forty-sixth year, has opened a new drive-in at Brand and Glenoaks, Glendale, Calif.

Maurice Cleaners and Laundry has leased space in the Alvin (Tex.) Shopping Center, now under construction.

Wilcox Cleaners, 508 Ella, Beatrice, Neb., has installed a storage vault.

Gridley's Cleaners and Men's Store, Coeur d'Alene, Idaho, celebrated its thirty-fifth anniversary recently with an open house.

A storage vault has been added at Sun Cleaners, 113 Ninth St., Great Falls, Mont.

Mr. and Mrs. Waldo P. Norton have purchased City Cleaners and Dyers, 641 Third St., McMinnville, Ore., from Mrs. Hazel I. Fraser.

Mr. and Mrs. George Olson have reopened Dayton (Ore.) Cleaners.

Ennis Brown of Nu-Way Cleaners, Brookings, S. D., has leased property on Sixth St. for establishment of a drive-in. Mr. Brown will be assisted by his parents, Mr. and Mrs. H. G. Brown.

Mr. and Mrs. A. R. Duncan have purchased Oregon Cleaners, Seaside, Ore., from Mr. and Mrs. A. O. Stewart. The Duncans have operated cleaning plants in Juneau and Ketchikan, Alaska.

Modern Cleaners, formerly located at 18 B St., S.E., Auburn, Wash., has been opened at 121 C St., S.E., and includes a coin-operated laundry. Mr. and Mrs. Fred Towner are the owners.

Marion R. Clapp has purchased Liberty Dry Cleaners, W1801 Broadway, Spokane, Wash., from Marvin A. Vermeers. The transaction includes pickup stations at 1816 Northwest Blvd. and S1114 Perry.

Incorporation papers for Sullivans Inc., drycleaning and laundry establishment at 610 W. Yakima Ave., Yakima, Wash., were filed recently by John J., Jr., Joseph J. and Eugene L. Sullivan.

Anna M. Davis has announced that she is closing High Hat Cleaners, 2430 N. E. Sandy, Portland, Ore., because of health.

Mr. and Mrs. Raymond McIntyre have purchased Lance Dry Cleaners, Plainview, Minn. The firm will be operated as Plainview Cleaners.

Ernest Huls and James Franks have opened Ace Drive-In Cleaners at S. Maplewood Dr. and 429 S. Century Blvd., Rantoul, Ill.

Greene's Cleaners has opened a new unit at 1940 W. Stadium Blvd., Ann Arbor, Mich. This is the fifth establishment operated by Greene's in Ann Arbor and Ypsilanti.

Loraine Bancroft has announced plans for the addition of a coin-operated laundry at Bancroft Cleaners, Morenci, Mich.

New equipment has been installed at King City (Mo.) Cleaners, owned by Homer G. Rains.

Mr. and Mrs. Herman Morkrib have purchased a drycleaning establishment in Cosmos, Minn.

Alright Cleaners, 2209 Madison Ave., Granite City, Ill., has added a storage vault.

Winamac (Ind.) Cleaning Works and Laundry will be opened in larger quarters in the Goble Bldg. on Huddleston Rd., and will include a coin-operated laundry. The present location on Pearl St. will remain open.

Shore Line Cleaners, Chicago, Ill., has opened its twenty-third

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COUNTER RACKS

Speeds check-out. Keeps garments wrinkle-free and prevents damage to bags. Builds good-will. Sturdy construction — strong, polished chrome plated steel rods with cast aluminum base. Special set-screw in base keeps hook in position; prevents rod from turning.

Round Base . . . $4.50 ea.

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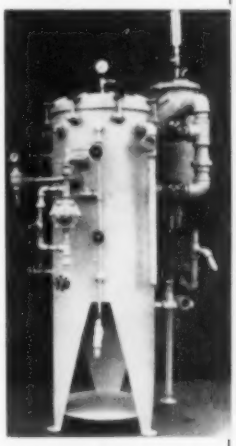

- **Uses your present filter— no additional filter required**
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MAFS CORP.
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Simple to use—just add one package of DUNAWAY CONCENTRATED POWDERED SPOTTER to one gallon of water.

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• MONEY BACK GUARANTEE

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Leather & Suede Refinishing School

Do You Wish To Attend One Of Our On The Job Training Classes?

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1731 W. Fulton Chicago, Ill.

unit, in the Howard-Western Shopping Center. Ernst A. Haas is the general manager.

Imperial Cleaners has been moved into new and larger quarters at 1032 Argyle, Chicago, Ill., according to Larry M. Klairmont.

A grand opening was held recently at Peden Brothers 1-Hour Cleaners, 10205 Independence, Fairmount, Mo., by Stewart and John Peden.

Story City (Iowa) Cleaners celebrated its twentieth anniversary recently.

Spic and Span Cleaners, 415 Elm St., Boonville, Mo., has announced the opening of a new storage vault, adjoining the present plant. H. E. "Bud" Fuser is the owner.

Cavalier Cleaners has leased space in the Trotwood (Ohio) Shopping Center, now under construction, for establishment of an outlet.

A storage vault has been installed at Ever Ready Cleaners, 3321 Fort St., Lincoln Park, Mich.

Jim Kirkaldy has purchased Please-U-Dry Cleaners, Tama, Iowa, from Orie Johnston. The business will be operated as Jim's Please-U-Cleaners.

Aaron R. Gurwin, operator of Aaron's Dry Cleaning Co., has leased property at 3252 Cleveland Ave., Columbus, Ohio.

Royal Cleaners, E. 17th St. and Grand Ave., Des Moines, Iowa, has added a new building which houses Royal-O-Matic, a coin-operated laundry.

New shirt finishing equipment has been added at Ted Woods Cleaners, Akron, Ohio. The firm is located at 50 S. Maple St. and at 446 Wooster Ave.

A grand opening was held recently by Jerry Armstrong at Jerry's Quality Cleaners, Spencer, Iowa, in its new location in the King Korn Bldg.

Birch Hill Cleaners, Garden City, Mich., has been established in the Cherry Lane Shopping Center by Morris Rosman.

Plans have been announced for the opening of Shepherd (Mich.) Cleaners by Russell Lethorn.

Washington (Mo.) Cleaners, 209 W. Second St., has added a storage vault.

Mr. and Mrs. Bob Parks have purchased Wardrobe Cleaners, Guthrie Center, Iowa.

Pine Island (Minn.) Cleaners, located on Main St., has added a coin-operated laundry. Mr. and Mrs. Clifford Arneson are the owners.

Jupiter Cleaners is among the new tenants in the Palatine (Ill.) Plaza Shopping Center at Hicks Rd. and Northwest Highway.

NORTH EAST

The building at 120 W. 10th St., Tyrone, Pa., has been razed to make way for a new drive-in for F & F Cleaning and Dye Works.

Kwikleen Kleaners, 6125 Woodland Ave., Philadelphia, Pa., has added new equipment.

A new drycleaning establishment has been opened at 1716 F St., South Belmar, N. J. Owners Morris Borin and Melvin Friend also operate a plant on Main St. in Neptune.

Cleaning Enterprises, Inc., Philadelphia, Pa., has leased property on Haverford Rd. at Karakung Dr. in Wynnewood Park for a drive-in drycleaning plant and self-service laundry.

Sparkle Cleaners has been officially opened on Poquonock Rd., Groton, Conn.

Free refreshments and rides for the kiddies were opening-day features at Turnpike Drive-In Cleaners, 274 Hempstead Turnpike, West Hempstead, N. Y.

Charles Beihn and Eugene Lang recently opened Gentle Cleaners at 815 W. Main St., Lansdale, Pa.

A storage vault has been added at Just Rite Cleaners, 8 Guild St., Norwood, Mass.

Arcade (N. Y.) Dry Cleaners, Inc., has completed a renovation program in its Yorkshire location.

A storage vault has been added at West Side Cleaners, 63 West St., Danbury, Conn.

Highland Cleaners, 346 Broadway, Lowell, Mass., has added a storage vault.

John Cardamone and Roland Ducharme, owners of Dependable Cleaners, 54 Mechanic St., Clinton, Mass., have opened a unit at 8 Water St. This is the former location of Kleener Cleaners, operated by Thomas Reddy.

SOUTH EAST

Zip 60-Minit Cleaners has opened its third unit, at 719 Common St., New Orleans, La., according to Seymour Hirsch, vice-president. Other locations are at 233 Baronne and 123 Royal.

Streamline Cleaners, 801 Chestnut, Gadsden, Ala., has added a storage vault.

Belisle Cleaners participated in the grand-opening celebration at Westmoreland Shopping Center, Government St. and Acadian Thruway, Baton Rouge, La.

Papers of incorporation have been filed by Arrow Cleaners, Inc., 1314 Fulton Rd., Mobile, Ala. Officers are Henry Ervin Smith, president; Yvonneil H. Smith, secretary-treasurer, and William M. Sims, vice-president.

A storage vault has been installed at Gem City Cleaners, 1210 Lemon St., Palatka, Fla.

Martin M. Hubbard, operator of Hubbard Cleaners, St. Michaels, Md., since 1927, has announced its sale to McCord's of Easton. The latter firm will operate a call office in St. Michaels at Hubbard's present plant location.

Burdeshaw Cleaners on W. Adams St., Dothan, Ala., has been purchased by Bishop Laundry and Cleaners.

An open house was held recently at Levinson's City Cleaners, Benson, N. C., to celebrate completion of a vault addition.

A storage vault has been installed at Sunlite Cleaners, 703 Pine Ave., Albany, Ga.

DOMINION of CANADA

Clark's Cleaners has been opened by Clark and Muriel Bowman at 60 Kent., Woodstock, Ont.

National Dry Cleaners Ltd., Moose Jaw, Sask., has been granted a certificate of incorporation.

Nettie and Ernie Crampton have reacquired Black & White Cleaners, Boundary Rd. and Grandview Highway, Burnaby, B. C.

Manor Cleaners, Scott & Vine, St. Catharines, Ont., has added a storage vault.

Bids have been requested for a building at 4020 Dandurand St., Montreal, Que., for establishment of Kay Cleaners Inc., by Joseph Ladensky.

Criterion Cleaners Ltd. has been officially opened in its new location at 208 Wallace, Nanaimo, B. C.

McLeod Cleaners, Whalley, B. C., presently known as Pearson McLeod Cleaners, will be housed in a new building now under construction.

A storage vault has been installed at Burnaby Cleaners,

STANDARD SCALE BASKET

16" x 18" x 32" heavy gauge steel wire basket with removable plastic liner. Capacity 60 lbs. Steel carriage with 3" ball bearing casters. Weight figures are reflected in magnifying mirror and plainly visible without stooping. **$69.50**

Replacement Liner ..... **$ 4.95**

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Ideal Scale for selling service by weight. Heavy gauge metal basket. Attractive scale graduated to pounds and half pounds. Approved by Dept. of Weights and Measures. Capacity up to 100 lbs.

Scale and basket as shown **$39.75**

With stand add $15.00
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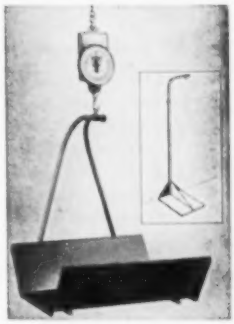

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NEW LOWER Meter Location
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We send you a free window sign with your first order—

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Convert Wide Lapel Single Breasted Suit Coats to New Modern Narrow Lapel, $4.50

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All Workmanship Guaranteed.
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Inquiries invited for additional information

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4429 E. Hastings St., Vancouver, B. C.

A contract for the drycleaning of Air Cadet uniforms has been awarded to Hubbard Brothers Dry Cleaners, Galt, Ont.

Bill Top Cleaners has been opened in the premises formerly occupied by Black and White Cleaners, St. Laurent, Que.

Property at 38th Ave. and West Blvd., Vancouver, B. C., has been purchased by Leslie and Viola Simmers, and after a remodeling program will house Valetor Cleaners.

Phil Barth, operator of Barth's Cleaners, Richmond Hill, Ont., has leased property on Yonge St., S., Aurora, for a drycleaning and shirt laundering operation.

New drycleaning equipment has been installed at Pontiac Dry Cleaners, Shawville, Que.

Petawawa (Ont.) DeLuxe Cleaners and Launderers Ltd. has been awarded a contract by the Department of Defense Production for drycleaning services, which ends March 31, 1960.

OBITUARIES

Hyman Ditkowsky, 58, president of Society Laundry and Cleaners, Inc., Chicago, Illinois, died on June 4. "Hy," as he was known by his vast host of friends, devoted his entire life to the laundry and cleaning business. His first connection was at Star Cleaners, when he was only 14 years old. He was a past president of the National Institute of Drycleaning and the Chicago Dry Cleaners Association, and was a director of both organizations and the Chicago Laundry Owners Association. Surviving are his wife, daughter and son.

Abraham Glassman, 66, retired operator of Swiss Cleaners, Memphis, Tennessee, died recently. Mr. Glassman was a past president of the Memphis Cleaners' Association. He is survived by his wife, two daughters and a son.

Paul Hosford, retired operator of Hosford Dry Cleaners & Dyers, Jackson, Michigan, died recently. He was a member of the Jackson Lodge of Elks. Surviving are his wife, daughter and son-in-law, Julian Simon, who now operates the business.

John McCallie Johnson, owner of East Chattanooga Dry Cleaners, Chattanooga, Tennessee, died recently. He is survived by his wife, daughter and son.

Napolean Mitchell, 60, owner of Master Cleaners, Munhall, Pennsylvania, died recently. Mr. Mitchell was a former

GAS BOILERS

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Fully automatic units including boiler feed or complete return systems. All boilers ASME Code & National Board.

Specializing in boilers for the garment and cleaning trades since 1916.

Over 10 sq. ft. heating surface per H. P. all sizes of HRT's.

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Dealers & Distributors most everywhere

secretary of the Greek American Progressive Association Lodge 60. Surviving are three sisters, two of Greece, and three brothers, all of Greece.

Ethel M. Patrick, who with her husband operated P. & G. Dry Cleaners, Indianapolis, Indiana, died recently. Mrs. Patrick was a past president of the Auxiliary of Irvington Post 2999, Veterans of Foreign Wars. Survivors, in addition to her husband, include a daughter.

ANNUAL CONVENTIONS

August 7, 8 and 9—National Institute of Drycleaning Alumni Society, Back-Home Day, Mayflower Hotel, Washington, D. C.

August 21, 22 and 23—Georgia Launderers and Cleaners Association, Inc., Atlanta Biltmore Hotel, Atlanta.

September 24, 25 and 26—New York State Launderers & Cleaners Association, Scaroon Manor, Schroon Lake.

October 14, 15 and 16—Laundry and Cleaners Allied Trades Association, Shoreham Hotel, Washington, D. C.

October 22, 23 and 24—Dry Cleaners and Launderers Institute (**Ontario**), King Edward Hotel, Toronto, Ontario.

October 22, 23 and 24—Canadian Cleaners and Launderers Allied Trades Association, Queen Elizabeth Building, Toronto, Ontario.

October 23, 24 and 25—Pennsylvania Association of Dyers and Cleaners, Webster Hall Hotel, Pittsburgh.

October 31 and November 1—Cleansing Plant Owners of **Massachusetts,** Bradford Hotel, Boston.

November 21, 22 and 23—Ohio Drycleaners Association, Sheraton Gibson Hotel, Cincinnati.

December 4, 5 and 6—Michigan Institute of Drycleaning, Detroit-Leland Hotel, Detroit.

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Masters ANY Fabric
The Grid Plate that CAN'T make a mistake

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under 46"	$29.75
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mushroom	$21.75

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CUT A POCKET IN 10 SECONDS

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SPOOLED POCKETING!
. . . ACTUALLY COSTS LESS

BECAUSE - - - It's measured, cut and folded to correct width, ready for any pocket cut. No large cutting table needed for handling. It eliminates BULKY yardage pocketing. Saves time!

There's more profit in a pocket replacement than in cleaning and pressing a suit – and more goodwill too!

Thousands of cleaners have found the four grades of Bussard's pocketing, each available on 10-yd. spools, satisfy their every pocketing need.

Consult your supplier for prices and samples. Order a spool of Bussard's on his next call.

Satisfaction guaranteed or your money refunded.

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Add five words if answers are to come to a box number to be forwarded by us. Be sure to write your copy, name and address plainly.

Advertisements in this department must be in our hands NOT LATER THAN THE 10th OF THE PRECEDING MONTH.

Cash must accompany all orders for advertisements in our classified columns. No book accounts can be opened, as the low charge made does not permit this expense.

Rates for classified advertising are net. Classified advertising is not commissionable.

Mail Your Replies to Box Numbers to National Cleaner & Dyer, 305 E. 45th St., New York 17, N. Y.

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CENTRAL ILLINOIS: ONLY PLANT IN TOWN OF 1,500 POPULATION. ESTABLISHED 14 YEARS, SAME OWNER. REAL ESTATE OPTIONAL. DOING $12,000. OWNER HAS OTHER INTERESTS. ADDRESS: Box 8763, NATIONAL CLEANER & DYER. -2

LOS ANGELES, BEVERLY HILLS AREA. COMPLETE 140 F SOLVENT PLANT, WELL-ESTABLISHED, 10-YEAR LEASE, AMPLE PARKING. $40,000 ANNUAL SALES, $29,500 PLUS INVENTORY. OWNER RETIRING. ADDRESS: Box 8798, **NATIONAL CLEANER & DYER.** -2

SOLVENT PLANT DOING $250,000 IN 1958 (WITH SHIRT LAUNDRY ONLY). IN BUSINESS THIRTY-NINE YEARS, BEST REPUTATION IN TOWN. GETTING $1.65 FOR MEN'S SUITS AND PLAIN DRESSES. HAVE TO RETIRE. SIX ROUTES, SIX STORES. REQUIRES $35,000 CASH, BALANCE CAN BE ARRANGED. ADDRESS: Box 8710, **NATIONAL CLEANER & DYER.** -2

Finest cleaning plant in growing city of 20,000. Two locations. Gross over $50,000. Will sell for replacement price of equipment and machinery, about $35,000. Owner wishes to retire after 37 years. Write P. O. Box 206, Poplar Bluff, Missouri. 8770-2

Four synthetic cleaning plants. Equipment five years old. In southwestern New England. Yearly gross $150,000. Approximately $50,000 cash required. **ADDRESS:** Box 8830, **NATIONAL CLEANER & DYER.** -2

For sale: In central Michigan, modern cleaning plant with shirt laundry. Gross last year $75,000. Long-term lease and will sell building with business. For further information. **ADDRESS:** Box 8831, **NATIONAL CLEANER & DYER.** -2

WESTERN MONTANA—Modern solvent plant, $20,000 gross sales. Price $13,000—$8,000 down, balance at 5%. Option to buy real estate. **ADDRESS:** Box 8856, **NATIONAL CLEANER & DYER.** -2

FOR SALE: Solvent plant with Street's 4% conductivity controls. Doing $600 a week. All cash-and-carry. Located in Pennsylvania. Will sell with property including beautiful five-room apartment and large rear parking lot. Real bargain if interested. **ADDRESS:** Box 8871, **NATIONAL CLEANER & DYER.** -2

COMPLETE PLANT FOR SALE. Central Kentucky's fabulous bluegrass area. Fast growing city 140,000 population. Owner and founder retiring. Volume $240,000. Can be purchased with or without real estate. A terrific money-maker. Write, wire or phone Davis T. Bohon, Realtor, Central Bank Building, Lexington, Kentucky, 3-1515. 8876-2

For sale: Tailoring—alteration—repair and press shop. Located on air base. Concession air contract. About 4,000 military and civilian personnel, plenty of business. **ADDRESS:** Box 8878, **NATIONAL CLEANER & DYER.** -2

Beautiful solvent plant, fully equipped to do $100,000 business a year. All equipment in excellent condition. Plant is of brick construction with two-car garage. 1954 Chevrolet station wagon driven 25,000 miles. Established thirty-two years, doing $25,000 business annually. All cash-and-carry with one outlet. Under doctor's orders I must retire. Will sacrifice business for $10,000. Real estate—will sell or rent to suit. Don't do anything until you investigate this lifetime offer. Contact owner, Leo R. Arlen, c/o Tip Top Cleaner, 580 St. James Avenue, Springfield, Massachusetts. 8879-2

COMPLETE FUR STORAGE VAULT—8,000 COATS, STORE, COOLING SYSTEM, PIPE RACKS, GOOD INSIDE LOADING, HEAT, CORNER PROPERTY, MAIN STREET, CHEAP 80¢ SQUARE FOOT OR WILL SELL. 11 MILES FROM NEW YORK CITY. WRITE WILLIAM PATLOSKY, 25 WILLARD STREET, GARFIELD, NEW JERSEY. 8880-2

Wish to retire to lake property. Will sell my newly built drive-in cleaning plant in central Illinois. Only one-and-half years old. Have good business. Only one that delivers in town of 16,000. Business can be doubled in a year. Across from new shopping center and have no parking problems. Come stay for a week and see for yourself. $8,000 down, balance as rent. **ADDRESS:** Box 8887, **NATIONAL CLEANER & DYER.** -2

Modern solvent cleaning and laundry business. Building and equipment less than ten years old. County seat. Elite Cleaners & Laundry, Colfax, Washington. 8888-2

SYNTHETIC PLANT 4,000 SQ. FT. FLOOR SPACE. $60,000 ANNUAL VOLUME AND GROWING FAST. BUSINESS AND EQUIPMENT $15,000. TERMS. RENT $300 PER MONTH, LONG LEASE. COME AND WORK AS AN EMPLOYEE—TALK TO THE CUSTOMERS. SEEING IS BELIEVING. YOU WILL GET A BARGAIN. MR. PEELER, 2308 RHODE ISLAND AVE., N.E., WASHINGTON, D. C. 8889-2

OREGON: Drive-in synthetic plant with large comfortable living quarters. $18,000 including property. Half down. Sharp Cleaners, 500 Rogue River Highway, Grants Pass, Oregon. Phone GReenwood 9-2238. 8893-2

California opportunity. Complete Sanitone plant and shirt laundry, 60 miles north of San Francisco. Yearly volume $80,000. 70% cash-and-carry. Base price $1.68 cash-and-carry, $1.83 pickup-and-delivery. No unions. Established 25 years. Good rent $285. Owner retiring. Requires $25,000 cash down payment. **ADDRESS:** Box 8894, **NATIONAL CLEANER & DYER.** -2

FOR SALE—Sanitone plant located in Kansas college town. Same location past 25 years. Modern equipment, cold storage vault, gross over $60,000 in 1958. Price $25,000, one-half cash. **ADDRESS:** Box 8896, **NATIONAL CLEANER & DYER.** -2

CLEANING PLANT FOR SALE. Owner retiring. Business established 15 years. Good location. 60 pound Prosperity unit, 25 HP. boiler and fully equipped. 5 day week, cash-and-carry only. No wholesale. Does $50,000 a year. First time for sale. You can buy building and business or business only. Write: Daviton's, 447 Irving Street, San Francisco, California. 8897-2

Western Wisconsin. Long established, well equipped solvent plant. Near large army post. Ideal operation for a couple. **ADDRESS:** Box 8898, **NATIONAL CLEANER & DYER.** -2

CLEANING PLANTS WANTED

Wanted to buy a petroleum drycleaning plant in Michigan. Frank Mikan, 1474 New Street, Muskegon, Michigan. 8846-1

CLEANING PLANT FOR RENT

For rent: Complete synthetic cleaning plant and building $150 per month. Hazleton's only cleaning plant, located downtown. Owner wants only tailoring and tuxedo departments. Write or call Bond Cleaners, Hazleton, Pa. 8877-16

BUSINESS OPPORTUNITIES

Drycleaning-laundry agency, established 1947, completely equipped, truck, good sales volume, A-1 reputation, main street, northeast Ohio, property—stock—equipment, $15,000. **ADDRESS**: Box 8891, **NATIONAL CLEANER & DYER.** -11

SITUATIONS WANTED

Experienced spotter would like position as cleaner, spotter, in small to medium-sized plant that has washer-extractor unit. Have managed plants, sober, family man. Something secure, permanent. **ADDRESS**: Box 8714, **NATIONAL CLEANER & DYER.** -5

DRYCLEANING WORKING PLANT MANAGER, heavy experience in production, A-1 spotter, first-class organizer, knowledge of sales managing. Age 45. Desires steady position with reliable any-size solvent or synthetic company. Anywhere in United States. **ADDRESS**: Box 8881, **NATIONAL CLEANER & DYER.** -5

Experienced silk and wool spotter. Quality work, sober and reliable. Married and desires a steady position in Los Angeles area. Understand all phases of operation including maintenance. Am able to produce, 15 years in the field. **ADDRESS**: Box 8890, **NATIONAL CLEANER & DYER.** 8890-5

Position as manager with opportunities as part owner in large synthetic plant. Experienced in all phases of drycleaning and management, spotting etc. Recently completed 3 years as drycleaning manager for large concern. North Central area preferred. **ADDRESS**: Box 8895, **NATIONAL CLEANER & DYER.** -5

HELP WANTED

Manager with previous ownership experience and desire for future ownership in modern medium-size drive-in drycleaning plant. Located in suburb of Washington, D. C. Good pay plus bonus. **ADDRESS**: Box 8882, **NATIONAL CLEANER & DYER.** -7

Manager and spotter for Stoddard plant in Chicago south suburban area. Plant has approximately 50 employees. Excellent opportunity for the right person. State experience. **ADDRESS**: Box 8883, **NATIONAL CLEANER & DYER.** -7

Route supervisor and sales manager. Guaranteed salary plus 20% of net profit. If you are a salesman and route builder this is your opportunity to go places. W. I. Peeler, 6502 Queens Chapel Road, Hyattsville, Maryland. 8892-7

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SALESMEN–DISTRIBUTORS WANTED

WANTED:—ALIVE SALESMEN . . . Leading Specialty House has several openings for full or part time salesmen. Ideal sideline for chemical or machinery salesmen . . . High Commissions . . . Protected Territory . . . Excellent fast selling products. **ADDRESS**: Box 8819, **NATIONAL CLEANER & DYER.** -14

DRYCLEANERS! GET 2 FOR 1! Add a profitable service to your present business and get individual identification with an outstanding nationally advertised trademark that will serve your present business as well. Package promotion including TV and radio commercials. $3,500 to $8,000 investment required. Terms available. Unlimited potential in on-location carpet and furniture cleaning service field. Experience helpful but not necessary. Will train. Exclusive territories open. **WRITE.** Give references, background, qualifications. **MAGIKIST SERVICE CORP.**, Dept. D., Att: Carl V. Haga Associates, 750 S. Cicero, Chicago 44, Illinois. 8870-14

SALESMEN-DISTRIBUTORS WANTED (Cont'd)

EXPERIENCED REPRESENTATIVES wanted, now calling on distributors of laundry and drycleaning supplies, to carry line of accepted proved laundry and drycleaning chemicals. Protected, established territories open. 10% commission. Write fully to **TOWER CHEMICALS, INC., BOX 102, GLENSHAW, PA.**, telling territory covered, lines carried, references. 8885-14

Wanted: Progressive salesman—specialized machinery—opportunity unlimited—liberal draw and car expense. Hard driver accustomed to earning at least $10,000 per year. Several territories open. **ADDRESS**: Box 8886, **NATIONAL CLEANER & DYER.** -14

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DIRECT MAIL ADVERTISING for cleaners that gets new business at low cost . . . reactivates old customers. Write for free samples of famous Kolorcards. Reba Martin, Inc., 4201 N. W. 2nd Ave., Miami 37, Fla. 5947-10

Laundry lists—4¼" x 11" $1.50 per 1,000 in 15,000 lots. White 16 lb. Bond. Park Printing, Pittsburgh 33, Pa. 8865-10

Suits double-breasted made single. $9.95. Tailoring any kind by mail. Also booklet 10¢. Talis, 11 Pleasant Street, Worcester, Mass. 8884-10

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LET US TELL YOUR CUSTOMER! Impartial laboratory reports on garment damage for settlement of claims, expert testimony for arbitration or referee. Prompt service, reasonable fee. **TEXTILE ANALYSIS SERVICE,** 53 Auburn St., Concord, N. H. 3635-25

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FROM OUT OF THE WEST, comes suede & leather work at its **BEST. RICHARD KELLEY'S MEL-O-FLEX SUEDE & LEATHER REFINISHING SERVICE,** 500 West Grand, Oklahoma City 2, Okla. Member N.I.D. and S.L.R.A. 8901-13

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REWEAVING BY THE SUPERIOR FRENCH PROCESS. MOTH HOLES, BURNS, ETC., REWOVEN TO THE EXACT PATTERN. COAST-TO-COAST. MODERATE PRICES. SMALL DAMAGES RETURNED SAME DAY RECEIVED. SATISFACTION GUARANTEED. SEND A TRIAL ORDER TODAY. R. M. WEISSERT, 315 NORTH 7TH ST., ST. LOUIS, MO. 5545-29

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RE-WEAVING AT LOWEST WHOLESALE PRICES, 1-day service, we pay return postage, work guaranteed for the life of the garment. Satisfaction or no charge. Special low prices on large damages. Free estimates in advance if requested. Write for free signs, pricing rulers, labels. **THRIFTY WEAVERS,** 1412 Adams St., Toledo 2, Ohio. 7446-29

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Two-roll, 100" and 120" **AMERICAN** and **C/L RETURN FEED IRONERS MECHANICALLY EQUAL TO NEW. CUMMINGS-LANDAU** Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 8310-4

42 x 84" AMERICAN MASTER CASCADE double end driven Monel metal washers, two-compartment two-door cylinders, motor-driven. **CUMMINGS-LANDAU** Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 8309-4

IMPERIAL CLEANING MACHINERY COMPANY, 121 Greenpoint Ave., Brooklyn, N. Y. EV - 9-6585, has available American Notrux extractor, American 8- and 6-roll ironer, American Cascade 42 x 84, also 9-pocket stainless washer, Hoffman drycleaning and laundry washers, Pellerin-Milnor automatic washers, Hoffman and American 30, 48 and 60" extractors for laundries and cleaners, Hoffman 140F and synthetic cleaning unit. Also Prosperity, Mercury, Manitowoc, Columbia, Butler, Sec-O-Matic synthetic units with Hoyt solvent savers, Prosperity 2-girl shirt unit, Bendix washers, Bock extractors, Huebsch tumblers for launderettes. 8434-4

IMPERIAL CLEANING MACHINERY COMPANY, 121 Greenpoint Ave., Brooklyn, N. Y. EV - 9-6585, has Sec-O-Matic synthetic unit with solvent saver—Mercury—140F unit—60 lb. Automatic unit—10 lb. Columbia unit. 8435-4

IMPERIAL CLEANING MACHINERY COMPANY, 121 Greenpoint Ave., Brooklyn, N. Y. EV - 9-6585, has available laundry and drycleaning equipment from several modern plants. Price reasonable, with terms. Request availability list without obligation. 8436-4

IMPERIAL CLEANING MACHINERY COMPANY, 121 Greenpoint Ave., Brooklyn, N. Y. EV - 9-6585, has large stock of new and rebuilt equipment, reasonable prices and terms, one-year guarantee. Individual machines or complete plants for laundry, synthetic or petroleum, also launderette. List the machines you have for sale with us. 8437-4

125-150 G.P.H. Gross still, complete, in perfect condition. Priced to sell. Lik-Nu Cleaners, Little Falls, Minnesota. 8902-4

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The Customers Always Write

For Improved Efficiency

To the Editor:

We are operating a chain of package unit plants in this area engaged in both drycleaning and shirt laundering.

We are attempting to improve our operations in these plants through the institution of efficient systems and controls on all phases of the operation. We wonder if, possibly, you may be able to assist us in this regard either through information as to the systems used by leading plants in the U.S.A., or by referring us to some plants or other sources from whom we might be able to obtain this information.

We are interested in obtaining information as regards checking procedure, control of materials and supplies used in the operation, methods of measuring efficiency of the various departments, etc.

D. King, Manager
Koolex Kleaners
Sydney, N.S., Can.

The six months "Do It Now" series that ran in National Cleaner & Dyer *beginning July 1958 gave drycleaning plantowners a complete check list on their operation, including packaging, inspection, finishing, spotting, marking, and power plant equipment. These articles have been reprinted in a book, available at $2 a copy. We began a series on shirt laundering in our July 1959 issue. We suggest watching for this series, which will cover every facet of shirt laundering as it applies to the drycleaner.*
—Editor

Help on Way

To the Editor:

As we are installing some new equipment, we need some help on rearranging our plant to make it more efficient. Would you be able to help us out on this?

J. L. Hoschouer
Nu Way Cleaners
Ainsworth, Neb.

Growing Pains

To the Editor:

We are faced with two real problems:

No. 1. We are doing around $250 per week; we would like to do about $500 per week.

No. 2. Our minimum is $1.25 pickup-and-deliver; 20 percent off, cash-and-carry, $1. We would like to increase to $1.50 pickup-and-deliver; 20 percent cash-and-carry, $1.20 over the counter.

In other words, we know what we want but we do not know how to go about it. We are looking for a source of expert counsel. Your kind suggestions will be appreciated very much.

A. B. C. Cleaners

Doubling your volume requires more than a price increase. As we have repeatedly stated, a plantowner must make certain that his quality and packaging measure up to the price and advertising claims made for that service. Would suggest a review of our "Do It Now" series that appeared from July through December last year. When you have first made sure that quality and packaging merit a price increase, then merchandise the advantages to the customer, and play down or eliminate any mention of price increase.—Editor

What's in a Name?

To the Editor:

I am so sick of listening to and reading about "Wash 'n Wear." Let's change it to "Dryclean 'n Wear."

Your assistance will be appreciated.

James B. Packard
Packard's Cleaners
Vallejo, Calif.

We have been talking along the same lines from convention platforms and in several editorials. With the relatively small amount of advertising done by drycleaners, it is very difficult to change the concept that has been created in the customer's mind by fiber and clothing manufacturers. However, we can collectively educate the consumer to send such garments to us for real ease of care. Many firms that make machinery and supplies for our industry have made available to all cleaners point-of-sale advertising aids. In addition, the National Institute of Drycleaning, as well as state and local associations, also has good material for cleaners.—Editor

Let's Hear From You . . .

We welcome your inquiries, your views about every phase of the drycleaning industry, your problems and your solutions to problems. Address:
The Editor
National Cleaner & Dyer
305 East 45th Street
New York 17, N. Y.

Box Storage Abroad

To the Editor:

Re the article: "19 sidelines promote more profit" in the Cleaner & Dyer issue of December 1958, I should be grateful to you for any information about the handling of a storage box service.

B. Bourliere
Bourlière
Riorges, France

Spotting Series Wanted

To the Editor:

Please send me a copy of Cort Antonson's very instructive series on spotting, etc. Send me all available information pertaining to chemicals, procedures and fabrics.

Roger J. Ablo, Manager
Industry-Approved Carpet and
Furniture Cleaners
Sherman Oaks, Calif.

Due to the unprecedented interest in Mr. Antonson's articles we cannot supply you with a complete set. The information will appear in a new textbook, Modern Spotting, *for which the publishing date will soon be announced.*—Editor

Industry Slice of Pie

To the Editor:

Kindly send us any statistical data you have on percentage of personal income spent on laundry and drycleaning services, growth of the domestic drycleaning market, laundry and drycleaning sales volume, etc.

Richard R. Gallagher
Stores Manager
Morey LaRue Launderers
and Dry Cleaners
Elizabeth, N. J.

The most accurate figures on laundry and drycleaning volumes come to us periodically from the U. S. Census of Business. One such report came out in 1948, another in 1954. Another is currently being taken and the up-to-date figures will soon be available.
—Editor

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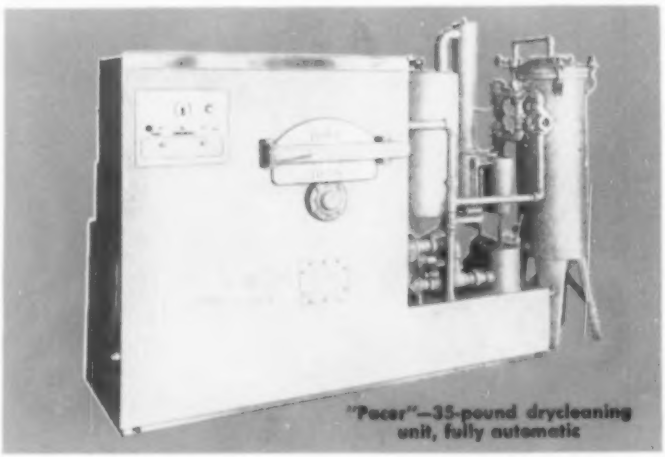

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